Master of Business (Philanthropy and Nonprofit Studies) (BS16)

Year offered: 2010
Admissions: Yes
CRICOS code: 059599K
Course duration (full-time): 3 semesters (1.5 years) (PR online delivery not available full-time)
Course duration (part-time): 6 semesters (3 years)
Domestic fees (indicative): 2010: Full fee tuition $9,500 (indicative) per semester
International Fees (indicative): 2010: Full fee tuition $11,000 (indicative) per semester
Domestic Entry: February and July
International Entry: February and July
Total credit points: 144
Standard credit points per full-time semester: 48
Standard credit points per part-time semester: 24
Course coordinator: Dr Amanda Gudmundson
Discipline coordinator: Associate Professor Jo Barraket
Campus: Gardens Point

Overview
This course is designed to equip you with knowledge and skills for a career in the management of philanthropic and nonprofit organisations. Whether you work in a nonprofit organisation, are a public sector manager whose service delivery is through or partnered with nonprofit organisations, or are a private sector manager who engages in business with the nonprofit sector, this major can help build professional knowledge and skills relevant to the sector. Skills critical to nonprofit management, such as problem solving, creative thinking, negotiation, ethical practices, teamwork, leadership, networking and information management are incorporated into the teaching, learning and assessment.

This course can be tailored to meet your particular interests with opportunities to pursue practical work-related projects and research.

Course design
Students must undertake 144 credit points of study comprising: prescribed units (108 credit points), Complementary Studies units (12 credit points), Faculty of Business Postgraduate Option units (24 credit points).

Students seeking to exit early from the Master of Business course and graduate with a Graduate Diploma should lodge an application during the teaching period in which they expect to complete their studies. Completion of eight, 12 credit point units, where a minimum of six units are within the same discipline area, and as approved by the Subject Area Coordinator, is required for completion of the Graduate Diploma course.

Students who have completed an undergraduate degree in a Business related or other cognate degree directly related to the discipline area within the last five years, may be eligible for exemptions up to a maximum of 48 credit points. For further information on exemptions, please refer to the Master of Business overview.

Some applicants may require unit substitution where they have studied the equivalent of some introductory units in their undergraduate qualification. Choice of unit substitution is subject to approval by the Subject Area Coordinator.

Abbreviation
MBus(Philanthropy&NpSt)

Other majors
See also separate entries for the following majors in this course: Accounting, Applied Finance, Events Marketing and Management, Human Resource Management, Integrated Marketing Communication, International Business, Marketing, Professional Accounting, Public Relations and Strategic Advertising.

Entry requirements (domestic and international students)
An undergraduate degree or equivalent in any field with an overall minimum grade point average (GPA) of 4.0 (on a 7 point scale).

English language requirements (international students)
In addition to the above academic entry requirements, international students must meet the following English language proficiency levels for entry into the Faculty’s postgraduate coursework courses:

• IELTS: overall band score of 6.5 with no sub-band below 6.0; or
• TOEFL: 575 (paper-based) or 230 (computerised) (if TOEFL permitted by visa requirements).

Articulation
Students who have articulated from the Graduate Certificate in Business Philanthropy and Nonprofit Studies may receive exemptions for up to 48 credit points. Students may articulate to the Master of Business Philanthropy and Nonprofit Studies Advanced program and receive up to 144 credit point of exemptions.
### Philanthropy and Nonprofit Studies Unit Set

**Research Methodology Units - select 12 credit points**

- BSN414  Quantitative Research Methods
- BSN412  Qualitative Research and Analytical Techniques
- BSN502  Research Methodology
- AMN403  Marketing and Survey Research

**Master of Business Philanthropy and Nonprofit Studies - Compulsory Units**

- GSN224  Corporate Philanthropy
- GSN233  Special Topic in Philanthropy and Nonprofit Studies
- GSN481  Philanthropic and Nonprofit Frameworks of Governance
- GSN483  Ethics for Philanthropic and Nonprofit Organisations
- GSN484  Management for Philanthropic and Nonprofit Organisations
- GSN485  Legal Issues for Philanthropic and Nonprofit Organisations
- GSN486  Accounting and Finance Issues for Philanthropic & Nonprofit Organisations
- GSN487  Marketing for the Nonprofit Sector
- GSN488  Fundraising Development Principles
- GSN489  Fundraising Development Techniques
- BSN406  Project 3

**Full-time, Semester 1 Entry**

**Year 1, Semester 1**

- One unit from Complimentary Studies List
- GSN233  Special Topic in Philanthropy and Nonprofit Studies
- GSN481  Philanthropic and Nonprofit Frameworks of Governance
- GSN484  Management for Philanthropic and Nonprofit Organisations
- GSN483  Ethics for Philanthropic and Nonprofit Organisations
- GSN487  Marketing for the Nonprofit Sector

**Year 1, Semester 2**

- GSN224  Corporate Philanthropy
- One Unit from:
  - BSN412  Qualitative Research and Analytical Techniques
  - BSN414  Quantitative Research Methods
  - BSN502  Research Methodology
  - AMN403  Marketing and Survey Research
- 6TP4
- GSN485  Legal Issues for Philanthropic and Nonprofit Organisations
- GSN488  Fundraising Development Principles
  - 6TP5
- GSN486  Accounting and Finance Issues for Philanthropic & Nonprofit Organisations
- GSN489  Fundraising Development Techniques

**Year 2, Semester 1**

- BSN406  Project 3
  - Faculty of Business Postgraduate Option Units (24 credit points)

**Full-time, Semester 2 Entry**

**Year 1, Semester 2**

- One unit from Complimentary Studies List
- GSN224  Corporate Philanthropy
- One Unit from:
  - BSN412  Qualitative Research and Analytical Techniques
  - BSN502  Research Methodology
  - BSN414  Quantitative Research Methods
  - AMN403  Marketing and Survey Research
- 6TP4
- GSN485  Legal Issues for Philanthropic and Nonprofit Organisations
  - 6TP5
- GSN486  Accounting and Finance Issues for Philanthropic & Nonprofit Organisations

**Year 2, Semester 1**

- GSN233  Special Topic in Philanthropy and Nonprofit Studies
  - 12 credit points of Faculty of Business Postgraduate Option Units
  - 6TP2
GSN481 Philanthropic and Nonprofit Frameworks of Governance
GSN484 Management for Philanthropic and Nonprofit Organisations
   6TP3
GSN483 Ethics for Philanthropic and Nonprofit Organisations
GSN487 Marketing for the Nonprofit Sector

Part-time, Semester 1 Entry

Year 1, Semester 1
GSN233 Special Topic in Philanthropy and Nonprofit Studies
   6TP2
GSN481 Philanthropic and Nonprofit Frameworks of Governance
   6TP3
GSN483 Ethics for Philanthropic and Nonprofit Organisations

Year 1, Semester 2
GSN224 Corporate Philanthropy
   6TP4
GSN485 Legal Issues for Philanthropic and Nonprofit Organisations
   6TP5
GSN486 Accounting and Finance Issues for Philanthropic & Nonprofit Organisations

Year 2, Semester 1
One unit from Complimentary Studies List
   6TP2
GSN484 Management for Philanthropic and Nonprofit Organisations
   6TP3
GSN487 Marketing for the Nonprofit Sector

Year 2, Semester 2
One Unit from:
BSN412 Qualitative Research and Analytical Techniques
BSN414 Quantitative Research Methods
BSN502 Research Methodology
AMN403 Marketing and Survey Research
   6TP4
GSN488 Fundraising Development Principles
   6TP5
GSN489 Fundraising Development Techniques

Year 3, Semester 1
24 credit points of Faculty of Business Postgraduate Option units

Year 3, Semester 2
BSN406 Project 3

Part-time, Semester 2 Entry

Year 1, Semester 2
GSN224 Corporate Philanthropy
   One unit from Complimentary Studies List

Year 2, Semester 1
GSN233 Special Topic in Philanthropy and Nonprofit Studies
   6TP2
GSN481 Philanthropic and Nonprofit Frameworks of Governance
   6TP3
GSN483 Ethics for Philanthropic and Nonprofit Organisations

Year 2, Semester 2
Choose one from:
BSN412 Qualitative Research and Analytical Techniques
BSN414 Quantitative Research Methods
BSN502 Research Methodology
AMN403 Marketing and Survey Research
   6TP4
GSN485 Legal Issues for Philanthropic and Nonprofit Organisations
   6TP5
GSN486 Accounting and Finance Issues for Philanthropic & Nonprofit Organisations
BSN412 QUALITATIVE RESEARCH AND ANALYTICAL TECHNIQUES
This unit provides a detailed overview of qualitative research to support decision-making in business disciplines. The primary purpose of this unit is to develop a detailed understanding of the theoretical contexts in which field studies and qualitative research methods have developed and the techniques that define the approach. Students develop the ability to analyse, conduct, and evaluate qualitative research in discipline areas related to business. The unit provides a basic preparation for the development of a project, thesis or dissertation proposal based on the use of qualitative research.

Antirequisites: CON500  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2010 SEM-1 and 2010 SEM-2

BSN414 QUANTITATIVE RESEARCH METHODS
Quantitative Research Methods is a postgraduate unit designed to introduce students to a range of quantitative research methods and their application to different research questions and types of quantitative data. Throughout the unit, students will be exposed to a wide range of quantitative research issues including survey and index development, factor analysis, multiple regression, experimental data collection and analysis, ANOVA and MANOVA, structural models, secondary data collection and analysis, and longitudinal data analysis. Each lecture will be conducted in computer laboratories to allow students the opportunity to develop their quantitative research skills using SPSS and AMOS with data provided by lecturers.

Credit points: 12  Campus: Gardens Point  Teaching period: 2010 SEM-1 and 2010 SEM-2

UNIT SYNOPSISES

AMN403 MARKETING AND SURVEY RESEARCH
This unit provides a detailed overview of marketing research to support decision making in the areas of advertising, integrated marketing communication, marketing and public relations. The unit builds an advanced understanding of the use of survey research to support the descriptive and predictive information needs of management in such areas as consumer opinions and behaviour, and stakeholder analyses. Students will explore issues related to survey research design, questionnaire development and administration, sampling, measurement, data analysis including descriptive and multivariate statistics and presentation of research results.

Antirequisites: MIN413  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2010 SEM-1 and 2010 SEM-2

BSN406 PROJECT 3
This unit is designed to permit the student to undertake a 24 credit point research project, subject to approval of the course coordinator.

Credit points: 24  Campus: Gardens Point  Teaching period: 2010 SEM-1, 2010 SEM-2 and 2010 SUM
unit is taught through case studies in Australian and international practice.

**Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Gardens Point  **Teaching period:** 2010 6TP2

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**GSN485 LEGAL ISSUES FOR PHILANTHROPIC AND NONPROFIT ORGANISATIONS**
The unit introduces students to critical issues of philanthropic and nonprofit law and taxation. The unit examines the regulatory, taxation and governance framework of nonprofit organisations and philanthropic transactions in Australian Federal and State jurisdictions.

**Antirequisites:** GSN231  **Credit points:** 6  **Contact hours:** 3 per week  **Campus:** Gardens Point  **Teaching period:** 2010 6TP4

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**GSN486 ACCOUNTING AND FINANCE ISSUES FOR PHILANTHROPIC & NONPROFIT ORGANISATIONS**
This unit introduces students to an overview of financial reporting. The unit begins with an overview of the purpose of accounting and the types of financial statements that comprise a financial report. The unit also focuses on the Australian financial reporting framework and whether an Australian accounting standard for nonprofit organisations is required. International comparisons are made.

**Antirequisites:** GSN231  **Credit points:** 6  **Contact hours:** 3 per week  **Campus:** Gardens Point  **Teaching period:** 2010 6TP5

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**GSN487 MARKETING FOR THE NONPROFIT SECTOR**
The theory and application of strategic marketing in the nonprofit sector is studied in this unit. The unit reviews key topics such as: competitive positioning; marketing mix formulation; issues and characteristics that differentiate nonprofit marketing and allegiances to multiple markets. Within the not-for-profit marketing mix, topics examined by students encompass the social cause as service/product, service delivery options (offline and online) and integrated marketing communication including database marketing and relationship management.

**Antirequisites:** AMN482  **Credit points:** 6  **Contact hours:** 3 per week  **Campus:** Gardens Point  **Teaching period:** 2010 6TP3

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**GSN488 FUNDRAISING DEVELOPMENT PRINCIPLES**
This unit considers the broad factors that influence fundraising/development success. It applies theories of marketing, public relations and management to fundraising and development and builds an understanding of the philanthropic environment. It re-examines the principles of fundraising/development, institutional readiness, case statement preparation, leadership, constituencies and research to build understanding of the context in which good development practice occurs.

**Antirequisites:** GSN232, MIN409, AMN481  **Credit points:** 6  **Contact hours:** 3 per week  **Campus:** Gardens Point  **Teaching period:** 2010 6TP4
GSN489 FUNDRAISING DEVELOPMENT TECHNIQUES
This unit builds on GSN488 to delve into particular techniques of resource mobilisation in nonprofit organisations. It considers a range of income generation vehicles and techniques including capital and major gifts, special events, bequests, direct mail, telemarketing, e-fundraising, gift clubs and the art of building donor relationships. It also examines professional evaluation of fundraising programs.
Prerequisites: GSN488  Antirequisites: GSN232, MIN409, AMN481  Credit points: 6  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2010 6TP5