Graduate Certificate in Business (Philanthropy and Nonprofit Studies) (BS39)

Year offered: 2010
Admissions: Yes
CRICOS code: 031769E
Course duration (full-time): 1 semester (6 months) (Philanthropy and Nonprofit Studies is not available full-time)
Course duration (part-time): 2 semesters (1 year)
Domestic fees (indicative): 2010: Full fee tuition $9,500 (indicative) per semester
International Fees (indicative): 2010: Full fee tuition $11,500 (indicative) per semester
Domestic Entry: February and July
International Entry: No admission for International Students for the major of Philanthropy and Nonprofit Studies as it is only available part-time.
Total credit points: 48
Standard credit points per full-time semester: 48
Standard credit points per part-time semester: 24
Course coordinator: Dr Amanda Gudmundsson
Discipline coordinator: Associate Professor Jo Barraket
Campus: Gardens Point

Overview
The Graduate Certificate in Business is effectively one-third of the Master of Business program. Graduate Certificate in Business (Philanthropy and Nonprofit Studies) students will undertake 48 specified credit points (8 units) in your chosen discipline.

Course Design
Students are required to complete 48 credit points (8 units). The major in Philanthropy and Nonprofit Studies is only available part-time due to unit offerings. International students who must maintain a full-time study load are not able to undertake this major.

Abbreviation
GradCertBus(Study Area A)

Other Majors
See also separate entries for the following majors in this course: Accounting, Applied Finance, Human Resource Management, Integrated Marketing Communication, Interdisciplinary, International Business, Marketing, Public Relations, or Research Studies.

Entry requirements (domestic and international students)
For all specialisations except Applied Finance the entry requirements are an undergraduate degree or equivalent in any field, with an overall minimum GPA of 4.0 (on a 7-point scale).

Special Entry
Applicants who have an undergraduate degree with a GPA below 4.0, or who do not have an undergraduate degree but have appropriate professional and employment experience, may be considered for special entry following the approval of the Discipline Coordinator. Such applicants may be required to attend a selection interview and present a portfolio of work.

Articulation
With approval of the relevant Discipline Coordinator in conjunction with approval from the Course Coordinator, students may articulate from the Graduate Certificate in Business to a related Master of Business course, depending on the major undertaken. Students must meet the entry requirements and/or prerequisites for further study. Students completing the Graduate Certificate in Business (Philanthropy and Nonprofit Studies) may articulate to the:
- BS16 Master of Business (Philanthropy and Nonprofit Studies)

Course Structure

<table>
<thead>
<tr>
<th>Philanthropy and Nonprofit Studies</th>
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<tr>
<td>Due to unit availability, this major is only available in part-time mode. Therefore, it is not available to international students who must maintain a full-time study load.</td>
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<tr>
<td>Students are required to complete the following 8 units (48 credit points):</td>
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<tr>
<td>GSN481</td>
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GSN489 Fundraising Development Techniques

Potential Careers:
Government Officer.

UNIT SYNOPSISES

GSN481 PHILANTHROPIC AND NONPROFIT FRAMEWORKS OF GOVERNANCE
The unit explores contemporary understandings of philanthropic and nonprofit governance in the context of social, economic and political systems. It locates these understandings in various theoretical and descriptive frameworks providing students with both the knowledge and analytical skills that are necessary to reflect critically on philanthropy and nonprofit governance systems and their environments.
Antirequisites: GSN472, GSN229  Credit points: 6  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2010 6TP2

GSN483 ETHICS FOR PHILANTHROPIC AND NONPROFIT ORGANISATIONS
This course introduces students to ethical theories and constructs with a focus on producing effective personal and professional resolutions to those ethical dilemmas specifically associated with Philanthropic and NonProfit (PANFP) organisations. The unit recognises the distinctive mission and character of PANFP organisations, while seeking to provide an understanding of integrity and response-ability.
Antirequisites: AMN480, GSN230  Credit points: 6  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2010 6TP3

GSN484 MANAGEMENT FOR PHILANTHROPIC AND NONPROFIT ORGANISATIONS
In the context of managing for excellence with integrity, this unit introduces students to the major management sub-disciplines of human resource management and industrial relations, governance, financial management, and marketing which may confront Philanthropic and Nonprofit (PANFP) organisations, their managers and governing bodies.
Antirequisites: AMN480, GSN230  Credit points: 6  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2010 6TP2

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

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

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

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