



DEPARTMENT OF  
HIGHER EDUCATION &  
WORKFORCE DEVELOPMENT

**New Program Report**

**Date Submitted:**

02/09/2022

**Institution**

Evangel University

**Site Information**

**Implementation Date:**

8/1/2017 12:00:00 AM

**Added Site(s):**

**Selected Site(s):**

Evangel University, 1111 N. Glenstone, Springfield, MO, 65802

**CIP Information**

**CIP Code:**

520206

**CIP Description:**

A program that prepares individuals to manage the business affairs of non-profit corporations, including foundations, educational institutions, associations, and other such organizations, and public agencies and governmental operations. Includes instruction in business management, principles of public administration, principles of accounting and financial management, human resources management, taxation of non-profit organizations, and business law as applied to non-profit organizations.

**CIP Program Title:**

Non-Profit/Public/Organizational Management

**Institution Program Title:**

NON-PROFIT BUSINESS AND SOCIAL ENTERPRISE

**Degree Level/Type**

**Degree Level:**

Bachelor's Degree

**Degree Type:**

Bachelor of Arts in Business Administration

**Options Added:**

**Collaborative Program:**

N

**Mode of Delivery**

**Current Mode of Delivery**

Classroom

**Student Preparation**

**Special Admissions Procedure or Student Qualifications required:**

None that exceed regular university admissions and standards.



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**Specific Population Characteristics to be served:**

Students that are interested in a bachelor's degree program that combines a solid business core with non-profit oriented tracks.

**Faculty Characteristics**

**Special Requirements for Assignment of Teaching for this Degree/Certificate:**

No special requirements.

**Estimate Percentage of Credit Hours that will be assigned to full time faculty:**

60%-70%

**Expectations for professional activities, special student contact, teaching/learning innovation:**

No special expectations. Learning outcomes will be attached to this proposal.

**Student Enrollment Projections Year One-Five**

<b>Year 1</b>	<b>Full Time: 3</b>	<b>Part Time: 0</b>	
<b>Year 2</b>	<b>Full Time: 4</b>	<b>Part Time: 0</b>	
<b>Year 3</b>	<b>Full Time: 5</b>	<b>Part Time: 0</b>	<b>Number of Graduates:</b> 0
<b>Year 4</b>	<b>Full Time: 6</b>	<b>Part Time: 0</b>	
<b>Year 5</b>	<b>Full Time: 6</b>	<b>Part Time: 0</b>	<b>Number of Graduates:</b> 3

**Percentage Statement:**

n/a

**Program Accreditation**

**Institutional Plans for Accreditation:**

Accredited by the Higher Learning Commission.

**Program Structure**

**Total Credits:**

124

**Residency Requirements:**

Same residential undergraduate residency requirement for all traditional undergraduate students.

**General Education Total Credits:**

53

**Major Requirements Total Credits:**

124

**Course(s) Added**

COURSE NUMBER	CREDITS	COURSE TITLE
MGMT 343	3	HUMAN RESOURCE MANAGEMENT
NBUS 311	3	NONPROFIT MARKETING AND PROMOTION
NBUS 353	3	VOLUNTEER ENG/RESOURCE MANAGEMENT



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MGMT/LEAD 440	3	ORGANIZATIONAL LEADERSHIP
BUSN 498	3	INTERNSHIP IN NONPROFIT
NBUS 323	3	INTRODUCTION TO SOCIAL ENTERPRISE
MGMT 349	3	HUMAN BEHAVIOR IN ORGANIZATIONS
NBUS 233	1	NON-PROFIT FINANCIAL MANAGEMENT
NBUS 333	3	NON-PROFIT GOVERNANCE AND LAW
NBUS 238	3	PHILANTHROPY: THEORY AND PRACTICE

**Free Elective Credits:**

0

**Internship or other Capstone Experience:**

None. The Major's courses have been added here. Other courses, such as the Business Foundation Requirements (Total of 37 credits) and the General Education (Core Curriculum Requirements) Total of 53 credits, are listed in the attached Degree Sheet.

**Assurances**

I certify that the program will not unnecessarily duplicate an existing program of another Missouri institution in accordance with 6 CSR 10-4.010, subsection (9)(C) Submission of Academic Information, Data and New Programs.

I certify that the program will build upon existing programs and faculty expertise.

I certify that the institution has conducted research on the feasibility of the proposal and it is likely the program will be successful. Institutions' decision to implement a program shall be based upon demand and/or need for the program in terms of meeting present and future needs of the locale, state, and nation based upon societal needs, and/or student needs.

**Contact Information**

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## **Bachelor of Business Administration in Non-Profit and Social Enterprise**

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In addition to the Core Business Program Outcomes, the following Program Learning Outcomes have been established by Evangel faculty to define the areas of knowledge and skills that students graduating from this major degree program should have developed:

1. Explain the unique legal and regulatory environment bearing upon the accounting, reporting, and management practices of nonprofit organizations.
2. Identify, analyze and apply various revenue generating strategies for the nonprofit organization including grant writing, fundraising and philanthropic efforts to support long-term fiscal sustainability
3. Inventory the distinctive organizational, operational and financial aspects of a nonprofit organization, particularly as they relate to the implementation of day-to-day and long-term management strategies.
4. Demonstrate leadership practices and strategies to maximize the functionality of boards and volunteers in nonprofit organizations.
5. Apply effective community and public relations skills to foster positive relations among stakeholders and community members.

# BBA in Nonprofit Business & Social Enterprise

University Proficiencies								
	Cr	<input checked="" type="checkbox"/>		Cr	<input checked="" type="checkbox"/>			
ENGL 102 Basic English Skills (Note 1)	2	<input checked="" type="checkbox"/>	Writing Proficiency Needed (Trans - Note 1)	0	<input checked="" type="checkbox"/>			
ENGL 111 Composition Note 1)	3	<input checked="" type="checkbox"/>	Student wellness requirement (Note 2)	1	<input checked="" type="checkbox"/>			
Core Curriculum Requirements								
	Cr	<input checked="" type="checkbox"/>		Cr	<input checked="" type="checkbox"/>			
BUSN 100 University Seminar or equivalent	1	<input checked="" type="checkbox"/>	BIBL 111 Essential Christianity	3	<input checked="" type="checkbox"/>			
COMM/ENGL 205 Effective Comm; ENGL 211/212	3	<input checked="" type="checkbox"/>	BIBL 115 Old Testament Literature	3	<input checked="" type="checkbox"/>			
MATH 210 Statistics (or equivalent)	3	<input checked="" type="checkbox"/>	BIBL 116 New Testament Literature	3	<input checked="" type="checkbox"/>			
Science without lab _____	3	<input checked="" type="checkbox"/>	BIBL 360-379 Bible book study course	3	<input checked="" type="checkbox"/>			
Science with Lab _____	4	<input checked="" type="checkbox"/>	THEO 320 Pentecost	3	<input checked="" type="checkbox"/>			
Christian Stewardship: FIN 138 Personal Finance	3	<input checked="" type="checkbox"/>	ICST 350 Global Connections	3	<input checked="" type="checkbox"/>			
Healthy Relationships: PSYC 138 Healthy Relation-ships (preferred); PSYC 112 Intro to Psychology	3	<input checked="" type="checkbox"/>	Reading & Imagination: See 'Core Options' list per term	3	<input checked="" type="checkbox"/>			
Historical Inquiry: GOVT 170 Am Govt; HIST 111/112 Am Hist; HIST 115/116 Wrld Civ; SSCI 220 Order	3	<input checked="" type="checkbox"/>	Artistic Expression: See 'Core Options' list per term	3	<input checked="" type="checkbox"/>			
Behavioral/Social Science Option: ECON 212 Macroeconomics or any social/behavioral science	3	<input checked="" type="checkbox"/>	Humanities Option: See 'Core Options' list per term	3	<input checked="" type="checkbox"/>			
Other:								
<b>TOTAL HOURS</b>				<b>53</b>				
Business Foundation Requirements								
	Frq	Cr	<input checked="" type="checkbox"/>		Frq	Cr	<input checked="" type="checkbox"/>	
ECON 212 Principles of Macroeconomics	B	X	<input checked="" type="checkbox"/>	MGMT 331 Business Law	B	3	<input checked="" type="checkbox"/>	
ECON 213 Principles of Microeconomics	B	3	<input checked="" type="checkbox"/>	BSAN 250 Introduction to Data Analytics	F	3	<input checked="" type="checkbox"/>	
MGMT 235 Organizational Design & Mgmt	B	3	<input checked="" type="checkbox"/>	BUED 275 Business Communications	B	3	<input checked="" type="checkbox"/>	
ACCT 231 Financial Accounting	B	3	<input checked="" type="checkbox"/>	MRKT 347 International Business	B	3	<input checked="" type="checkbox"/>	
ACCT 232 Managerial Accounting	B	3	<input checked="" type="checkbox"/>	FIN 363 Principles of Finance	B	3	<input checked="" type="checkbox"/>	
ACCT 239 Spreadsheet Applications	B	3	<input checked="" type="checkbox"/>	MGMT 446 Strategic Management	B	3	<input checked="" type="checkbox"/>	
MRKT 239 Principles of Marketing	B	3	<input checked="" type="checkbox"/>	BUSN 496 Senior Seminar	B	1	<input checked="" type="checkbox"/>	
<b>TOTAL HOURS</b>						<b>37</b>		
Non-Profit & Social Enterprise Major Requirements								
Required:	Frq	Cr	<input checked="" type="checkbox"/>	Elect Management Emphasis	Frq	Cr	<input checked="" type="checkbox"/>	
NBUS 238 Philanthropy: Theory and Practice	F	3	<input checked="" type="checkbox"/>	MGMT 343 Human Resource Mgmt	F	3	<input checked="" type="checkbox"/>	
NBUS 233 Nonprofit Financial Mgmt	F	1	<input checked="" type="checkbox"/>	NBUS 353 Volunteer Eng/Resource Mgmt	SE	3	<input checked="" type="checkbox"/>	
MGMT 349 Human Behavior in Organizations	B	3	<input checked="" type="checkbox"/>	MGMT/LEAD 440 Organizational Leadership	S	3	<input checked="" type="checkbox"/>	
NBUS 333 Nonprofit Governance and Law	S	3	<input checked="" type="checkbox"/>	Electives (MGMT, NBUS, ICST, SWK, other)		9	<input checked="" type="checkbox"/>	
BUSN 498 Internship (Nonprofit)	B	3	<input checked="" type="checkbox"/>	Elect Promotion/Social Enterprise Emphasis		Cr	<input checked="" type="checkbox"/>	
In addition to above, select the management emphasis or promotion /social enterprise emphasis courses from right column. As an alternative, complete a minor in social work, criminal justice, intercultural studies, intl & multicultural studies, Biblical studies, TESOL/TEFL, or other area of				NBUS 311 Nonprofit Marketing & Promotion	SO	3	<input checked="" type="checkbox"/>	
				NBUS 323 Introduction to Social Enterprise	S	3	<input checked="" type="checkbox"/>	
				MRKT 352 or 443 Public Relations	F/S	3	<input checked="" type="checkbox"/>	
				Electives (MRKT, COMM, NBUS, ICST, other)		9	<input checked="" type="checkbox"/>	
<b>TOTAL HOURS</b>						<b>31</b>		
Frq = Frequency: B-both; F-fall; S-spring; O-odd yrs; E-even yrs						<b>Total Hours all Courses</b>		<b>121</b>
IMPORTANT NOTES								
1. Students with ACT English less than 26 or SAT Writing less than 590 must gain proficiency before taking COMM 205 Effective Communication. Requirements : a. ACT English less than 19 or SAT Writing less than 460 = ENGL 102 (grade of A/B goes to COMM 205) b. ACT English 20-23 or SAT Writing 470-540 = ENGL 111 c. ACT English 24-25 or SAT Writing 550-580 = take writing proficiency in 1st sem. (pass = COMM 205; fail = ENGL 111) 2. To meet graduation requirement, students must meet proficiency requirements of the wellness program. Athletes, ROTC, Veterans, and students who have taken Lifetime Fitness previously are exempt.								

# Non-Profit & Social Enterprise

## Freshman year

Fall	Cr
MGMT 100 University Seminar or Equivalent	1
BIBL 111 Essential Christianity	3
Humanities Elective (Philosophy or Mass Comm)	3
COMM 205 or ENGL pre-requisite [1]	3
FIN 138 Personal Stewardship	3
GOVT 170 Intro to Am. Government	3
MRKT 194 Free Enterprise (recommended-not required)	0.5
	16.5

Spring	Cr
BIBL 115 (Old Test.) or BIBL 116 (New Test.) Literature	3
COMM 205 or ENGL pre-requisite [1]	3
PSYC 138 or approved substitute	3
MGMT 235 Org Design or MRKT 239 Marketing	3
MATH 210 Statistics or other approved course	3
MRKT 294 Free Enterprise (recommended-not required)	1
	15.5

## Sophomore year

Fall	Cr
ACCT 239 Micro-Computer Spreadsheet App	3
ECON 212 Principles of Macroeconomics	3
MRKT 239 Marketing or MGMT 235 Org Design	3
BIBL 115 (Old Test.) or BIBL 116 (New Test.) Literature	3
NBUS 238 Philanthropy	3
	15

Spring	Cr
Humanity Elective	3
ECON 213 Principles of Microeconomics	3
Natural Science (with or without lab)	3-4
NBUS 323 Intro to Social Enterprise	3
ACCT 231 Financial Accounting	3
	15-16

## Junior year

Fall	Cr
NBUS 311 Non Prof Mktg or NBUS 353 Volunteer	3
Reading & Imagination or Artistic Expression Course	3
Natural Science (with or without lab)	3
ACCT 232 Managerial Accounting	3
NBUS 233 Nonprofit Financial Management	1
THEO 320 Pentecost	3
	16

Spring	Cr
THEO 350 Global Connections	3
MGMT 343 Human Resource Management	3
BUED 335 Business Communications	3
MGMT 331 Business Law	3
BIBL 360-79 (choice of one within range)	3
NBUS 333 Non Profit Governance & Law	3
	18

## Senior year

Fall	Cr
BSAN 250 Introduction to Data Analytics	3
MGMT 349 Human Behavior in Organizations	3
FIN 363 Principles of Finance	3
NBUS 498 Internship	3
Mgmt 496 Senior Seminar	1
	13

Spring	Cr
MGMT 446 Strategic Management	3
LEAD 460 Org Leadership	3
MGMT 341 Supply Chain Management	3
MRKT 347 International Business	3
NBUS 311 Non Prof Mktg or NBUS 353 Volunteer Engagement &	3
	15

Substitute another course if you are not required to take the course listed because of ACT/SAT scores or a transfer course. See the degree sheet to identify courses that are offered only one semester a year or every other year. While students are ultimately responsible for meeting all of the requirements of their degree program, we encourage each student to work closely with the assigned academic adviser for guidance. **Before your Junior year, ask for assistance in developing a graduation plan with projected daily schedules that is specific to your degree and electives.**