



# On-Campus Course Syllabus

## MIN 618 L1

### Financial Leadership and Marketing

### Fall 2022

#### Class Information

**Day and Time:** Wednesday. 8:00 a.m. – 10:45 a.m.

**Room Number:** E202

#### Contact Information

**Instructor Name:** Brian Masters

**Instructor Email:** bmasters@criswell.edu

**Instructor Phone:** 214.773.4142

**Instructor Office Hours:** By Appointment Only.

#### Course Description and Prerequisites

An introduction to the methods, techniques, policies, and practices related to financial leadership, marketing, and public relations for nonprofit organizations. Focus will be placed on developing a biblical view of stewardship for leaders of non-profit organizations.

#### Course Objectives

In this course, you will

- Study a condensed version of how an MBA relates to non-profits and how to keep the focus of the non-profit from drifting away from its original purpose.
- Develop a biblical philosophy of financial leadership and stewardship by
  - Learning how to assess the financial engine for your organization.
  - Learning to evaluate the effectiveness of a marketing plan.
  - Learning to read and assess financial statements as it relates to the financial budget.
- Create a set of written reflections on how financial leadership affects all areas of an organization.
- Engage in conversations with other leaders to learn the value of listening and learning in community.
- Identify and write your leadership values that will drive your non-profit decisions.
- Present those values in a mock leadership team environment.

#### Required Textbooks

1. The Minister's MBA: Essential Business Tools for Maximum Ministry Success by George Babbes and Michael Zigarelli. September 2006. ISBN-13: 978-0805443936. Available on Amazon.com
2. Mission Drift: The Unspoken Crisis Facing Leaders, Charities, and Churches by Peter Greer and Chris Horst. February 2015. ISBN-13: 978-0764211645. Available on Amazon.com

## Recommended Reading

The following books are good resource materials to have for additional learning

1. The Guide to Charitable Giving for Churches and Non-Profits by Dan Busby
2. The Portable MBA. Fifth Edition 2010 by Kenneth M. Eades. ISBN 978-0470481295
3. The Effective Executive by Peter Drucker

## Course Requirements and Assignments

### 1. Weekly Reading and Written Reflections:

Answer this question in a 1–3-page paper about the weekly reading assignments: “What did I learn and how am I going to implement what I read?”

**Due weekly before next class.** 30 points each x 14 assignments. 420 points.

### 2. Research Project:

Interview a non-profit leader for about 1 hour on the topic “Financial Leadership and Marketing” as it relates to their non-profit. Choose questions that will be helpful to you in your current role or a future role in a non-profit. Write a 5-page paper reflecting on what you learned and how it relates to your current or future engagement in a non-profit.

**Due: 10/04/22**

180 points.

### 3. Reflective Paper:

Leaders in all non-profits make daily decisions about a variety of topics that determine the course of their organization, and these decisions are filtered through a lens of values. Examples of these values include but are not limited to biblical values and the mission statement of the organization. Reflect on the essential values that will drive your decision making in a non-profit and write a 10–15-page paper on this topic. This paper should incorporate what you’ve learned about financial leadership, marketing, public relations, and biblical stewardship in both the reading materials and class instruction.

**Due. 11/08/22**

200 points

### 4. Presentation of Values:

Present the values that you selected in your paper to the class in a 5-15 minute presentation. The class members will be your “non-profit leadership team” that you are encouraging to adopt these values to preserve and promote the mission of your non-profit. These presentations will be scheduled for the last two class periods.

**Due. 11/30/22 or 12/07/22**

200 points

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Assignment Summary	Point Value	Due Date
Weekly Reading and Written Reflections:	420 (30 each x 14)	Weekly
Research Project / Interview / Paper	180	10/04/22
Reflective Paper / Values	200	11/08/22
Presentation of Values	200	11/30/22
<b>Total Points</b>	<b>1000</b>	

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## Class Attendance

Students are responsible for enrolling in courses for which they anticipate being able to attend every class session on the day and time appearing on course schedules, and then making every effort to do so. When unavoidable situations result in absence or tardiness, students are responsible for acquiring any information missed. Instructors are not obliged to allow students to make up missed work. Per their independent discretion, individual instructors may determine how attendance affects students' ability to meet course learning objectives and whether attendance affects course grades.

## Campus Closure

To ensure the health and safety of students and employees, college administrators may decide it is necessary on rare occasions to close the campus. Once this decision is announced, instructors will contact students to provide further details regarding the campus closure's impact on those courses. Students are responsible to watch for communication from their instructors and respond appropriately. (Unless otherwise specified by the instructor in this syllabus, this communication will be sent to the student's Criswell College e-mail account.)

In order to make progress toward the courses' objectives, instructors have the freedom during most campus closures to require students to participate in activities as alternatives to meeting on campus. An instructor may, for example, hold class remotely (through Zoom) at the scheduled time, provide a recording of a class or presentation for students to watch independently, or assign other activities that students are to accomplish before returning to campus. Students are responsible for accomplishing these alternative activities as well as any course requirements listed in this syllabus during the period of the campus closure. If, during the period of the campus closure, personal circumstances prohibit a student from accomplishing these alternative activities or course requirements and assignment listed in the syllabus during the campus closure, the student is responsible for communicating with the instructor as soon as possible. Instructors will not penalize students who do not have the means to accomplish the alternative activities during the period of the campus's closure and will work with students whose circumstances during the campus closure prohibited their timely completion of course requirements and assignments in the syllabus.

## Grading Scale

A	93-100	4.0 grade points per semester hour
A-	90-92	3.7 grade points per semester hour
B+	87-89	3.3 grade points per semester hour
B	83-86	3.0 grade points per semester hour
B-	80-82	2.7 grade points per semester hour
C+	77-79	2.3 grade points per semester hour
C	73-76	2.0 grade points per semester hour
C-	70-72	1.7 grade points per semester hour
D+	67-69	1.3 grade points per semester hour
D	63-66	1.0 grade point per semester hour
D-	60-62	0.7 grade points per semester hour
F	0-59	0.0 grade points per semester hour

## **Incomplete Grades**

Students requesting a grade of Incomplete (I) must understand that incomplete grades may be given only upon approval of the faculty member involved. An “I” may be assigned only when a student is currently passing a course and in situations involving extended illness, serious injury, death in the family, or employment or government reassignment, not student neglect.

Students are responsible for contacting their instructors prior to the end of the semester, plus filing the appropriate completed and approved academic request form with the Registrar’s Office. The “I” must be removed (by completing the remaining course requirements) no later than 60 calendar days after the close of the term or semester in which the grade was awarded, or the “I” will become an “F.”

## **Academic Honesty**

Absolute truth is an essential belief and basis of behavior for those who believe in a God who cannot lie and forbids falsehood. Academic honesty is the application of the principle of truth in the classroom setting. Academic honesty includes the basic premise that all work submitted by students must be their own and any ideas derived or copied from elsewhere must be carefully documented.

Academic dishonesty includes, but is not limited to:

- cheating of any kind,
- submitting, without proper approval, work originally prepared by the student for another course,
- plagiarism, which is the submitting of work prepared by someone else as if it were his own, and
- failing to credit sources properly in written work.

## **Institutional Assessment**

Material submitted by students in this course may be used for assessment of the college’s academic programs. Since programmatic and institutional assessment is done without reference to specific students, the results of these assessments have no effect on a student’s course grade or academic standing at the college. Before submitting a student’s work for this type of assessment, the course instructor redacts the work to remove anything that identifies the student.

## **Institutional Email Policy**

All official college email communications to students enrolled in this course will be sent exclusively to students’ institutional email accounts. Students are expected to check their student email accounts regularly and to respond in an appropriate and timely manner to all communications from faculty and administrative departments.

Students are permitted to setup automatic forwarding of emails from their student email accounts to one or more personal email accounts. The student is responsible to setup and maintain email forwarding without assistance from college staff. If a student chooses to use this forwarding option, he/she will continue to be responsible for responding appropriately to all communications from faculty and administrative departments of the college. Criswell College bears no responsibility for the use of emails that have been forwarded from student email accounts to other email accounts.

## **Disabilities**

Criswell College recognizes and supports the standards set forth in Section 504 of the Rehabilitation Act of 1973, the Americans with Disabilities Act (ADA) of 1990, and similar state laws, which are designed to eliminate discrimination against qualified individuals with disabilities. Criswell College is committed to making reasonable accommodations for qualifying students, faculty, and employees with disabilities as required by applicable laws. For more information, please contact the Student Services Office.

## **Intellectual Property Rights**

Unless otherwise specifically instructed in writing by the instructor, students must neither materially nor digitally reproduce materials from any course offered by Criswell College for or with the significant possibility of distribution.

## **Resources and Supports**

Canvas and SONIS: Criswell College uses Canvas as its web-based learning tool and SONIS for student data. Students needing assistance with Canvas should contact the Canvas Help Support line at (844) 358-6140. Tech support is available at this number, twenty-four hours a day. Students needing help with SONIS should contact the Campus Software Manager at [studenttechsupport@criswell.edu](mailto:studenttechsupport@criswell.edu).

Student Services: The Student Services Office exists to foster and encourage success in all areas of life—physical, intellectual, spiritual, social, and emotional. Students are encouraged to reach out for assistance by contacting the office at 214.818.1332 or [studentservices@criswell.edu](mailto:studentservices@criswell.edu). The Student Services Office also works with local counseling centers to ensure that every student has access to helpful mental health resources. More information is located on the college website at [Criswell College Mental Health Resources](#), and students may contact the Director of Student Services if they have any questions.

Wallace Library: Students can access academic resources and obtain research assistance by contacting or visiting the Wallace Library, which is located on campus. For more information, email the Wallace Library at [library@criswell.edu](mailto:library@criswell.edu). Offsite login information is available in Canvas in the “Criswell Student Training Course” under “Library Information.”

Tutoring Center: Students are encouraged to consult with tutors to improve and enhance their skills and confidence in any subject matter taught at the college. Tutors have been recommended by the faculty to ensure that the tutor(s) are qualified to serve the student body. Every tutor brings experience and expertise in an effort to provide the proper resources for the subject matter at hand. To consult with a tutor, students can visit the Tutoring Center located on the second floor in room E203, or schedule an appointment by emailing [tutoringcenter@criswell.edu](mailto:tutoringcenter@criswell.edu) or by calling 214.818.1373.

## Course Outline/Calendar

All assignments due at 11:59 p.m. on the due dates below.

Date	Topic	Reading	Assignment	Due Date
08-17-22	Syllabus Overview Non-Profit Overview	MMBA Pre-assessment MMBA 501 Mission Drift – Ch 1	Weekly Reflection 1	08-23-22
08-24-22	Fuel for your Economic Engine Case Study	MMBA 502 Mission Drift – Ch 2	Weekly Reflection 2	08-30-22
08-31-22	Financial Boundaries Case Study	MMBA 503 Mission Drift – Ch 3	Weekly Reflection 3	09-06-22
09-07-22	Marketing Budgets Case Study	MMBA 504 Mission Drift – Ch 4	Weekly Reflection 4	09-13-22
09-14-22	Marketing Your Mission Case Study	MMBA 505 Mission Drift – Ch 5	Weekly Reflection 5	09-20-22
09- 21-22	Innovation and Risk Case Study	MMBA 506 Mission Drift – Ch 6	Weekly Reflection 6	09-27-22
09-28-22	Operational Integrity Case Study	MMBA 507 Mission Drift – Ch 7	Weekly Reflection 7 <b>Research Project</b>	10-04-22 <b>10-04-22</b>
10-05-22	Leadership Styles Case Study	Mission Drift – Ch 8 & Ch 9	Weekly Reflection 8	10-18-22
10-12-22	<b>No Class</b>	Student Development Week		
10-19-22	Financial Insights Case Study	MMBA 508 Mission Drift – Ch 10	Weekly Reflection 9	10-25-22
10-26-22	Mission Strategy Case Study	MMBA 509 Mission Drift – Ch 11	Weekly Reflection 10	11-01-22
11-02-22	Measuring Effectiveness Case Study	MMBA 510 Mission Drift – Ch 12	Weekly Reflection 11 <b>Reflective Values Paper</b>	11-08-22 <b>11-08-22</b>
11-09-22	Strategic Budgeting Case Study	MMBA 511 Mission Drift – Ch 13	Weekly Reflection 12	11-15-22
11-16-22	Public Reputation Case Study	MMBA 512 Mission Drift – Ch 14	Weekly Reflection 13	11-29-22
11-23-22	<b>No Class</b>	Fall Break / Thanksgiving		
11-30-22	Donor Engagement Presentation of Values	Mission Drift – Ch 15	Weekly Reflection 14 <b>Personal Presentations</b>	12-06-22 <b>12-07-22</b>
12-07-22	Presentation of Values		<b>Personal Presentations</b>	<b>12-07-22</b>