

BUSINESS OF NONPROFIT (BUSO)

Courses

BUSO 2100 (3) No-Stress Leadership

Equips students with the essential skills, knowledge, and mindset required to become effective leaders in today's fast-paced and challenging world. This course emphasizes a holistic approach to leadership that integrates personal well-being, emotional intelligence, and strategic decision-making to foster a productive and low-stress leadership style. The course will provide students with ways to help them manage their own stress to become leaders who can model well-being to their team members.

BUSO 2200 (3) Sports Entrepreneurship

Provides the tools necessary to think and act like an entrepreneur within the sports industry. The course covers the questions of how ventures are created within the sports industry and how founders and athletes can take advantage of the new Name, Image & Likeness opportunities. Other topics include the process to building a strong brand and how founders and athletes can leverage a strong brand.

BUSO 3100 (3) The Business of Nonprofits

Teaches students about the nonprofit sector, where they may eventually find themselves as volunteers, donors, board members, staff, leaders, or founders. This course takes students through the key issues in the lifecycle of a nonprofit organization: establishment of the legal entity, board and fund development, marketing, impact measurement, mission alignment, scaling and replicating, and sun-setting. Team project experience applying these key issues to a nonprofit organization.

BUSO 3200 (3) Financial Markets and Institutions

Surveys the fundamental classes of financial activity that underlie the economy. The course links financial markets to the financial institutions that regulate these markets. Topics include central banks, commercial banks, stock exchanges, interest rates, government bonds, mortgages, and cryptocurrencies. The course equips students to better understand contemporary events in financial markets and the economy in general.