

University of North Texas at Dallas
Spring Semester 2016
SYLLABUS

PADM 5900: Planning in Public and Nonprofit Organizations			
3 Credit Hours			
Department of	Management	School of	Liberal Arts and Sciences
Instructor Name:	Dwight D. Burns		
Office Location:	DAL 2 - 306		
Office Phone:			
Email Address:	dwight.burns@untdallas.edu		
Office Hours:			
Virtual Office Hours:	Mon-Fri 8:00 am – 5:00 pm Jan 23, 2016 – March 12, 2015		
Classroom Location:	DAL 2 – 308		
Class Meeting Days & Times:	Saturdays 9:00 am – 3:00 pm Hybrid course (See Course Schedule below)		
Course Catalog Description:	Conference course open to advanced students capable of doing independent research under the direction of the instructor.		
Prerequisites:	Admission to the MS in Public Leadership program.		
Co-requisites:	n/a		
Required Text:	Bryson, John M. (2011). <i>Strategic Planning for Public and Nonprofit Organizations</i>. San Francisco, CA: Jossey-Bass.		
Recommended Text and References:	Additional readings will be assigned via Blackboard.		
Access to Learning Resources:	UNT Dallas Library: phone: (972) 338-1616; web: http://www.untdallas.edu/our-campus/library UNT Dallas Bookstore: phone: (972) 780-3652; e-mail: 1012mgr@fheg.follett.com		
Course Goals or Overview:	The goal of this course is to provide students with an understanding of basic strategic planning methods relevant for public and nonprofit entities. Students will be expected to exhibit a mastery of applying those strategies in a practical manner.		
Learning Objectives/Outcomes:	At the end of this course, the student will be able to		
1	Initiate and build consensus around a strategic planning process		
2	Identify organizational mandates		
3	Clarify organizational mission and values		
4	Assess internal and external environments to identify strengths, weaknesses, opportunities, and threats		
5	Identify strategic issues facing an organization		
6	Formulate strategies to manage issues		
7	Review and adopt strategic plan or plans		
8	Establish an effective organizational vision		
9	Develop an effective implementation process		
10	Reassess strategies and the strategic planning process		

Hybrid Course Schedule

This schedule is subject to change by the instructor. Any changes to this schedule will be communicated by the instructor in class and via Blackboard.

Date	Meeting Type
Jan 23, 2016	Class Meeting
Jan 30, 2016	Online
Feb 6, 2016	Class Meeting
Feb 13, 2016	Online
Feb 20, 2016	Class Meeting
Feb 27, 2016	Online
March 5, 2016	Online
March 12, 2016	Class Meeting - Presentations

Course Evaluation Methods

This course will utilize the following instruments to determine student grades and proficiency of the learning outcomes for the course.

Class Consulting Projects/Presentation – Working as individuals and as teams, the class will provide strategic planning assistance on two real “hands on” projects: 1) a community nonprofit initiative called Be a Genius Girl and 2) an outreach effort for Dallas Area Rapid Transit. The final product for each project will be a white paper/presentation for representatives of the respective entities. Students will be evaluated on their individual research contributions, as well as the quality of their teams’ final presentations.

Writing to Learn – In order to ensure comprehension of the vast number of concepts presented over the course of the semester, students will engage in various writing assignments. The more students write about course concepts, the more inclined they are to understand, remember, and apply them in both the classroom and workplace settings. Writing assignments will be evaluated on clarity, accuracy, relevance, and attention to detail in editing.

Class Participation – A healthy class experience is dependent upon not only the instructor, but also instructor-student and student-student interactions. This class not only incorporates a manageable amount of readings, but also injects “real-world” exercises that allow students to put theory in to practice. As such, it is imperative that students not only attend class (promptly, of course), but arrive prepared to engage in meaningful discussions that add to every individual’s knowledge.

Class participation will be evaluated in two ways: first, students will be expected to arrive to class ready to discuss the week’s readings, in both small groups, and within the larger classroom setting. Valuable class contributions will be based on the readings or other relevant information. Please feel free to introduce alternative readings or present examples that are reflective of current events. Second, because this class is exercise-intensive, each student will be expected to come prepared for the week’s activity. This class is geared toward allowing students to analyze case studies and engage in topic for the week. Poorly prepared students not only affect their own grades, but diminish the overall learning experience of his or her classmates.

Grading Matrix:

Category	Percentage
Class Participation	25%
Writing to Learn Assignments	25%
Final Project (White Paper/Presentation)	50%
Total:	100%

Grade Determination:

- A = 90% or better
- B = 80 – 89%
- C = 70 – 79%
- D = 60 – 69%
- F = Less than 60%

University Policies and Procedures

Students with Disabilities (ADA Compliance):

The University of North Texas Dallas faculty is committed to complying with the Americans with Disabilities Act (ADA). Students' with documented disabilities are responsible for informing faculty of their needs for reasonable accommodations and providing written authorized documentation. Grades assigned before an accommodation is provided will not be changed as accommodations are not retroactive. For more information, you may visit the Student Life Office, Suite 200, Building 2 or call Laura Smith at 972-780-3632.

Student Evaluation of Teaching Effectiveness Policy:

The Student Evaluation of Teaching Effectiveness (SETE) is a requirement for all organized classes at UNT. This short survey will be made available to you at the end of the semester, providing you a chance to comment on how this class is taught. I am very interested in the feedback I get from students, as I work to continually improve my teaching. I consider the SETE to be an important part of your participation in this class.

Late Policy:

Students are expected to turn in all assignments at the *beginning* of the class on the date the assignment is due. Late work will receive a grade penalty. Work that is turned in at any time during the first 24 hours after the date and time the assignment is due will receive no higher than a grade of B. Work that is turned in at any time during the second 24 hours after a paper is due will received no higher than a grade of C. Student work *will not be accepted under any circumstances* more than 48 hours after the assigned due date and time. You will receive a 0 for the assignment.

Academic Integrity:

Academic integrity is a hallmark of higher education. You are expected to abide by the University's code of Academic Integrity policy. Any person suspected of academic dishonesty (i.e., cheating or plagiarism) will be handled in accordance with the University's policies and procedures. Refer to the Student Code of Academic Integrity at http://www.unt.edu/unt-dallas/policies/Chapter%2007%20Student%20Affairs,%20Education,%20and%20Funding/7.002%20Code%20of%20Academic_Integrity.pdf for complete provisions of this code.

Bad Weather Policy:

On those days that present severe weather and driving conditions, a decision may be made to close the campus. In case of inclement weather, call UNT Dallas Campuses main voicemail number (972) 780-3600 or search postings on the campus website www.unt.edu/dallas. Students are encouraged to update their Eagle Alert contact information, so they will receive this information automatically.

Attendance and Participation Policy:

The University attendance policy is in effect for this course. Class attendance and participation is expected because the class is designed as a shared learning experience and because essential information not in the textbook will be discussed in class. The dynamic and intensive nature of this course makes it impossible for students to make-up or to receive credit for missed classes. Attendance and participation in all class meetings is essential to the integration of course material and your ability to demonstrate proficiency. Students are responsible to notify the instructor if they are missing class and for what reason. Students are also responsible to make up any work covered in class. It is recommended that each student coordinate with a student colleague to obtain a copy of the class notes, if they are absent.

Diversity/Tolerance Policy:

Students are encouraged to contribute their perspectives and insights to class discussions. However, offensive & inappropriate language (swearing) and remarks offensive to others of particular nationalities, ethnic groups, sexual preferences, religious groups, genders, or other ascribed statuses will not be tolerated. Disruptions which violate the Code of Student Conduct will be referred to the Office of Student Life as the instructor deems appropriate.

Blackboard:

A number of our required readings will be posted on Blackboard. Please print them out and read them before the date in which we will discuss them. They are listed under the "Content" section for this course. Please let me know if you have any issues finding them.

Use of Cell Phones & Other Electronic Gadgets in the Classroom

Students who prefer to use laptops to take notes in class are more than welcome to do so. However, please refrain from engaging in other activities (Facebook, shopping, etc.) that will serve as a distraction for both you and me.

Also, while we have all become increasingly reliant upon our technological devices to keep us in the loop both professionally and personally, this class has a "No Cell Phone" policy. This policy is particularly focusing on the growing trend of in-class texting, but it is certainly not limited to this behavior. If you need to use your cell phone, please feel free to leave the class as you see fit. Our time in class is limited, and despite our busy lives, I would like to spend the class period focused on the material.

Incompletes:

A semester grade of incomplete will be given only under extreme and unusual situations. Additionally, to be fair to all students in the course, when the work is completed, the student will not receive higher than a B for the course, regardless of how many points were earned in the course. More importantly, an incomplete will only be granted for students who are in good standing within the class (A/B grade) and have completed all work (except for the final) at semester's end. An incomplete is not a substitute for a poor grade.