



College of Arts and Sciences

Business Department

Bachelor of Business Administration in Nonprofit Business and Social Enterprise

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. At the conclusion of this program, students will be able to:

- 1. Strategies for the Non-Profit Organization**
Identify, analyze, and apply various revenue generating strategies for the nonprofit organization to support long-term fiscal sustainability.
- 2. Public Relations**
Apply effective community and public relations skills to foster positive relations among stakeholders and community members.
- 3. Management Strategies**
Inventory the distinctive organization, 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. Leadership Practices**
Demonstrate leadership practices and strategies to maximize the functionality of boards and volunteers in nonprofit organizations.