

**NOVA COLLEGE-WIDE COURSE CONTENT SUMMARY  
HRI 104 - INTRODUCTION TO ASSOCIATION MANAGEMENT (3 CR.)**

**Course Description**

Focuses on basic management aspects and organizational structures common to the "association" industry. This course will emphasize staff, board, and member relations; standing and special interest committees; legal and political considerations; communications; finance and other pertinent areas. This course is cross-listed with TRV 140. Credit will not be awarded for both. Lecture 3 hours per week.

**General Course Purpose**

The purpose of this course is to provide the student with a broad overview of the management of associations and the broad range of career opportunities which exist therein.

**Course Prerequisites/Co-requisites**

None

**Course Objectives**

Students who successfully complete the course will be able to:

- Introduce the association industry
- Identify the various organizational structures within the association market
- Describe the role and relationship of an association Board of Directors
- Develop an understanding of the financial management of an association
- Analyze the role of special interest committees
- Review the basic legal and political considerations faced by associations
- Analyze the career options that associations offer
- Provide a broad overview of staff structures and responsibilities

**Major Topics to be Included**

- Associations: role and function
- Governance and structure
- Volunteer and staff roles
- Membership
- Marketing
- Programs and services
- Meetings and education
- Research
- Voluntary standards/certification
- Government relations
- Fundraising
- Strategic planning
- Public relations
- Financial management