The nonprofit sector is one of the most important components of American life, yet one of the most misunderstood. Nonprofit organizations vary enormously in scope and scale, ranging from grassroots charitable groups to multimillion dollar foundations, university, and health care organizations. There is little doubt that every American is directly or indirectly touched by the services of nonprofits in their daily life.

The nonprofit major blends general management-focused courses from the Carlson School with nonprofit-focused courses from the Humphrey Institute of Public Affairs. All students complete an additional major within Carlson; therefore, every student is able to apply their functional specialty of business to the intricacies of the nonprofit sector.

A career in public and nonprofit management focuses on learning how to manage business concerns of nonprofits including board development, facility administration, grant writing, personnel administration, program planning, service delivery, volunteer utilization, and public relations for not-for-profit organizations. Unique challenges include finding creative ways to generate operating finances, attracting high caliber professionals and volunteers without the lure of big money, maintaining goodwill, and finding meaningful evaluation tools with which to measure success and indicate areas for improvement.

Please note: double major required.
Student Experiences

Student Group Spotlight: [Net Impact: Undergraduate Chapter at the University of Minnesota](#)

Study Abroad Options

Study Abroad Options - The Carlson School believes first-hand international experience in new countries, cultures, and business environments is essential to a comprehensive business education. That's why an international experience is required for all undergraduates. Learn more about options: [z.umn.edu/CarlsonAbroad](http://z.umn.edu/CarlsonAbroad).

Meet Our Alumni

Alumni Profile: [Joy McBrien - Alumna (B.S.B. '11)](#)

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Advertising, Marketing, and Public Relations Managers; Education Administrators; Financial Managers; Human Resources Managers; Medical and Health Services Managers; Top Executives