



BAYES
BUSINESS SCHOOL
CITY UNIVERSITY OF LONDON

Centre for Charity Effectiveness Charities master's programme

Identifying and nurturing the nonprofit leaders of tomorrow.

The ultimate academic qualification for the nonprofit sector.

The two-year, part-time structure of our charities master's programme allows students the flexibility of choosing the level of their qualification, and whether they want to cover one subject in depth through a dissertation or a further specialist area to complete the full master's degree.

WHO IS IT FOR?

Targeted toward the senior managers and nonprofit leaders of the future, this unique suite of master's degrees combines deep insight and learning across five specialist pathway disciplines with a full understanding of the management and leadership competencies necessary to equip you to meet the challenge of leading effectively in the contemporary nonprofit environment.

ENTRY REQUIREMENTS

The Charities master's programme is aimed at applicants who hold a first degree and three or more years work experience in a similar role and/or related professional qualification. Exact requirements may differ depending upon which of the five courses you choose to study.

INFORMATION SESSIONS



Every year we offer a number of information sessions. These provide you with a chance to come along and meet the Charities Programme team to find out more about this particular set of postgraduate qualifications.

Please email charityapps@city.ac.uk if you have any questions.

"Having worked in the voluntary sector for about 20 years, I had learned on the job. I was a bit of a jack of all trades, and I wanted a more theoretical background. The course has given me so much confidence, I am definitely a stronger leader now."

Ruth Dwight, MSc in Voluntary Sector Management (2016), Charity Consultant

CHARITY ACCOUNTING AND FINANCIAL MANAGEMENT



Under scrutiny from regulators, trustees and supporters, charities must exercise the highest level of financial governance. This course equips you for that unique challenge. Combining the academic rigour of an internationally respected business school with a highly practical and applied approach, it is tailored precisely to the issues facing senior managers in the third sector.

This course is aimed at people already working in charity finance, or those wishing to transfer financial expertise from other sectors. It is designed for those hoping to develop a senior management career in a charity finance function, or become an advisor, auditor or independent examiner to a charity.

Charities master's programme

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bayes.city.ac.uk/cce-masters



PHILANTHROPY, GRANTMAKING AND SOCIAL INVESTMENT



As a student on this course, you will develop a clear understanding of the principles and practice of philanthropy and grantmaking. You'll explore the importance of all aspects of risk assessment, probity of applications, ethical frameworks and relationships with external communities and agencies.

This unique course reflects the increasing interest in effective and transparent social funding in both the charitable trust and public sectors. It was developed in response to the demands of leading funding agencies.

CHARITY MARKETING AND FUNDRAISING



Charity marketeers are under pressure to deliver better-than-ever results within an ethically managed, robust and accountable strategic framework. This course has been designed specifically to meet their needs. You will study how charities are using new and existing marketing ideas to acquire and distribute resources. And you will look at the practical application of key strategic marketing concepts and planning disciplines to the context of voluntary sector organisations.

This course is designed for those working at senior level in marketing and fundraising in the voluntary and community sector and for those wishing to transfer relevant skills and knowledge from experience gained in other sectors. It combines theoretical rigour with the application of contemporary professional best practice.

NGO MANAGEMENT



You will focus on the rapidly evolving context of international development. You will explore the impacts on NGOs of the trends shaping the sector. How is the role of civil society changing? What are the implications of the moves to greater collaboration and the increasing influence of the private sector on the development process?

The aim of the course is to enable you to develop your management, analytical and leadership skills so that you develop a rounded set of competencies that will empower you to flourish at the highest levels in global NGOs.

VOLUNTARY SECTOR MANAGEMENT



This course is your complete development programme for superior performance in the third sector. You'll study along a path that blends theory and practice around subjects such as managing people and quality, and leadership and managing change. You will develop a broad knowledge and conceptual base in organisational analysis, leadership and change. During your studies, you will be introduced to practical tools to help improve organisational effectiveness and individual performance in change management. You'll also explore the application of practical tools to help implement quality assurance systems in a nonprofit organisation, and theory and tools for managing individual performance.

"I cannot recommend more nor speak more highly of the Master's in NGO Management. The quality, pace and depth of the teaching, learning and challenge was genuinely excellent."

**Jennifer Coffey, MSc in NGO Management (2015),
Director of Strategic Partnerships, mothers2mothers**

Centre for Charity Effectiveness

Intellectual leadership:
developing talent,
enhancing performance

For more information, visit:
www.bayes.city.ac.uk/cce

Centre for Charity Effectiveness

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