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MSc in Voluntary Sector Management

The overall aim of the programme is to provide an advanced route for management and leadership development within the voluntary and community sector to encourage career development and higher standards of effectiveness amongst senior managers in the sector.

The programme was carefully and expertly developed in partnership with nine leading charities. It is aimed at those currently working in the sector.

As a student you will gain:

- A broad knowledge and understanding of nonprofit organisations, the external context within which they operate and how they should be led and managed (integrating the different disciplines in an holistic way)
- Develop and challenge programme participant’s understanding and appreciation of the conceptual foundation of these fields and of their relevance in an applied setting
- A range of cognitive, intellectual and personal/interpersonal skills and techniques to apply directly to day to day work
- The opportunity to develop deep and relevant insights into charity management from peers from different but related backgrounds (through networking, study and sharing of ideas)
- The ability to deliver direct benefits back to their organisation in the form of recommendations for improved effectiveness across all the subject areas covered.

WHAT SETS THE VOLUNTARY SECTOR COURSE APART

Both academic and applied: the course combines the academic rigour of an internationally respected business school with a highly practical and applied approach. The course is delivered by management practitioners with decades of first-hand experience and ongoing involvement in the sector. In addition we have guest lectures by senior VCS staff or consultants presenting the latest issues and exploring the realworld challenges they face. The shadowing exercise, a key component of the course, provides students with a unique insight into the day-to-day realities of management in the sector.

A rich learning environment: the course lecturers are among the most highly regarded in the University and several have been awarded prizes for the quality of their teaching. Personal reflection and learning is encouraged through action learning sets and the coaching opportunities that are available. We place considerable emphasis on student participation and interaction. Together with the diversity of the student cohort each year, this creates a stimulating learning environment.

Future-facing: the course focuses on the constantly evolving landscape of the charity and voluntary sector. It explores the implication for organisations of emerging trends in organisational analysis, leadership, leading organisational change, the role of power and politics in organisational success, managing and developing individual performance and creating high performing teams.
All students are highly motivated graduate-level people who bring a wide range of professional competencies, skills and experience from a wide range of backgrounds.

Typically, we ask for:

- A good first degree, normally a 2.1 Honours degree from a British university or an equivalent qualification from a leading overseas institution;
- And three or more years relevant experience at a senior level. In exceptional cases we will accept those without a degree, provided they have significant and relevant work experience.

Our students

Deborah Cartwright
CEO, Oasis Domestic Abuse Service

The MSc Voluntary Sector Management course gave me the skills to transform my organisation from a small single service charity into a respected player in public sector commissioning locally. The PG Dip year allowed us to measure the impact of our work to inform future practice and to improve every aspect of the organisation from Governance to fundraising. Not only that but undertaking Masters research was a valuable and enjoyable experience for me personally!

Andy Langford
Director of Operations, Cruse

I enrolled on the MSc in Voluntary Sector Management and I found it enlightening and also good fun. The core tutors and guest lecturers were top quality and were also very encouraging. They really pushed us to fully explore the subjects we were covering. Since graduating, every element of the course has proved extremely useful. I have been able to utilise everything from teaching on big picture vision, mission and values, to the detail inherent in the subject of financial management. Since graduating I had changed jobs and organisation and moved into a more senior role. Studying at the Bayes Business School has been instrumental to this journey and I enjoy continued contact with the Business School and the opportunities that the Business School community provides.
The course is a complete development programme for managers who wish to gain a sound understanding of the management of people, strategy and leadership through a needs-led framework. Theory and practice are interwoven around subjects such as managing people and quality and leadership and managing change.

It is one of the five postgraduate courses offered by the Bayes Business School’s Centre for Charity Effectiveness (CCE). CCE inspires transformation and delivers positive change within the nonprofit sector through a mix of educational programmes, consultancy services and convening activities.

The full MSc is taught on a part-time basis over a period of two years. Alternatively, some students wish to graduate after the first year with a Postgraduate Diploma.

The first year is common to both the MSc and the PgDip and to all of the Centre’s postgraduate courses. It consists of five core modules which all students take. These core modules provide the essential underpinning of management skills for the specialist courses.

To complete the full MSc, students are required to take the Research Methods for Managers module in the second year. They may then elect to conduct six months of personal supervised research and the presentation of a 15,000 word dissertation. Alternatively, they may choose to attend the Social Enterprise module and the two taught Specialist Pathway modules of one of the other courses as a Taught Masters.

All courses are taught at Bayes Business School and will require attendance one weekend each month commencing on Friday afternoon from 13.00 to 21.00 and finishing on Saturday at 17.30.

Additional attendance will be required (first year only):
- On the Induction Day (the Friday of the October weekend of the course)
- For Action Learning Set meetings (usually alternate months, on Friday morning of the teaching weekend)
These two pages provide a summary of the Voluntary Sector Management Specialist modules and the five core modules that students complete in their first year. Further summaries for other courses’ Specialist modules can be found in their respective course brochures.
Core modules

**Marketing and Fundraising**
This module aims to enable you to:
- Recognise and use the concepts, underpinning knowledge, skills and techniques to plan and develop marketing and operations systems
- Analyse marketing needs, evaluate marketing plans, in the context of applying marketing concepts to your own organisation.

**Learning and Understanding the Voluntary Sector**
This module aims to enable you to:
- Map out your learning and development needs
- Learn new learning and study skills
- Understand and grasp the skill of working in an Action Learning Set (ALS).
- Understand the historical roots of voluntary action and current policy issues

**Charity Accounting and Finance**
The aims of the module are:
- To provide you with an understanding of the specialist charity accounting framework grounded in trust law and fund accounting principles and issues of financial management.

**Strategy, Diversity and Governance**
This module aims to enable you to:
- Utilise practical tools to help improve the quality of an organisation’s strategic response to the changing environment
- Become familiar with practical tools to help improve the ability of the organisation and its managers and leaders to build a diverse workforce
- Gain an enhanced appreciation of the constraints and opportunities offered by the changing governance and service-delivery frameworks which affect nonprofit organisations.

**People Management in the Voluntary Sector**
The aims of the module are to provide you with an understanding of the:
- Principles of HRM within the specialist context of charities.
- Key developments taking place in the world of volunteering and the implications for involving volunteers in voluntary organisations.
## Year 1: 2024 – 25

<table>
<thead>
<tr>
<th>Module</th>
<th>Date</th>
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<tbody>
<tr>
<td>In-person registration and Induction</td>
<td>03 October 2024</td>
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<tr>
<td>Learning and Understanding the Voluntary Sector</td>
<td>04 – 05 October 2024</td>
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<tr>
<td>Strategy, Diversity and Governance</td>
<td>08 – 09 November 2024</td>
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<td>06 – 07 December 2024</td>
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<tr>
<td>Marketing and Fundraising</td>
<td>10 – 11 January 2025</td>
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<tr>
<td>People Management in the Voluntary Sector</td>
<td>07 – 08 February 2025</td>
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<tr>
<td>Charity Accounting and Finance</td>
<td>07 – 08 March 2025</td>
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<td>04 – 05 April 2025</td>
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<tr>
<td>Organisation, Leadership and Change</td>
<td>09 – 10 May 2025</td>
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<td></td>
<td>13 June 2025</td>
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<tr>
<td>Managing People and Quality</td>
<td>14 June 2025</td>
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<td></td>
<td>18 – 19 July 2025</td>
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<tr>
<td>Shadowing</td>
<td>Process to be completed by early August 2025</td>
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<tr>
<td>Course Review Day</td>
<td>05 September 2025</td>
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</table>

*All other modules are assessed by coursework*

Teaching normally takes place between 13.00 and 21.00 on Friday and 09.15 to 17.30 on Saturday. An Action Learning Set session will take place on the Friday morning of each alternate teaching module (October, December, February, April, July, September).
## Year 2: 2026

MSC CONVERSION FROM JANUARY 2026  
(DATES TO BE CONFIRMED SEPTEMBER 2025)

<table>
<thead>
<tr>
<th>Module</th>
<th>Date</th>
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<tbody>
<tr>
<td><strong>Research Methods for Managers</strong></td>
<td>23 – 24 January 2026</td>
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<tr>
<td><strong>Masters by Dissertation</strong></td>
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<tr>
<td>Research Proposal Review Day</td>
<td>20 February 2026</td>
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<tr>
<td>Dissertation submission</td>
<td>17 September 2026</td>
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<tr>
<td><strong>Taught Masters</strong></td>
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<tr>
<td>Charity Accounting and Financial Management option</td>
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<tr>
<td><strong>Social Enterprise</strong></td>
<td>20 – 21 February 2026</td>
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<tr>
<td><strong>Advanced Charity Accounting, Audit and Taxation</strong></td>
<td>15 – 16 May 2026</td>
</tr>
<tr>
<td><strong>Exam</strong></td>
<td>12 June 2026</td>
</tr>
<tr>
<td><strong>Voluntary Sector Financial Management</strong></td>
<td>10 July 2026</td>
</tr>
<tr>
<td><strong>Charity Marketing and Fundraising option</strong></td>
<td>13 June 2026</td>
</tr>
<tr>
<td><strong>Social Enterprise</strong></td>
<td>20 – 21 March 2026</td>
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<tr>
<td><strong>Fundraising</strong></td>
<td>15 – 16 May 2026</td>
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<tr>
<td><strong>Strategic Charity Marketing</strong></td>
<td>12 June 2026</td>
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<tr>
<td><strong>Philanthropy, Grantmaking and Social Investment option</strong></td>
<td>13 June 2026</td>
</tr>
<tr>
<td><strong>Social Enterprise</strong></td>
<td>24 – 25 July 2026</td>
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<tr>
<td><strong>Principles and Practices of Philanthropy, Grantmaking and Social Investment</strong></td>
<td>15 – 16 May 2026</td>
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<tr>
<td><strong>Management of Philanthropy, Grantmaking and Social Investment</strong></td>
<td>12 June 2026</td>
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<tr>
<td><strong>NGO Management option</strong></td>
<td>13 June 2026</td>
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<tr>
<td><strong>Social Enterprise</strong></td>
<td>24 – 25 July 2026</td>
</tr>
<tr>
<td><strong>NGO Management: The strategic issues</strong></td>
<td>20 – 21 February 2026</td>
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<tr>
<td><strong>NGO Management: People and Practices</strong></td>
<td>20 – 21 March 2026</td>
</tr>
<tr>
<td><strong>Managing NGOs: People and Practices</strong></td>
<td>08 – 09 May 2026</td>
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<tr>
<td><strong>Management of NGOs</strong></td>
<td>05 June 2026</td>
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<tr>
<td><strong>Managing NGOs: People and Practices</strong></td>
<td>06 June 2026</td>
</tr>
<tr>
<td><strong>Management of NGOs: People and Practices</strong></td>
<td>24 – 25 July 2026</td>
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The Faculty
Voluntary Sector Management Faculty

Justin Davis Smith
Justin Davis Smith is a Senior Lecturer and Academic Leader for the MSc Voluntary Sector Management at the Centre for Charity Effectiveness, Bayes Business School. He was previously Chief Executive of Volunteering England, Director of the Institute for Volunteering Research and Executive Director of Volunteering at NCVO. He has over 20 years researching and leading in the volunteering movement and has advised the UK Government and the United Nations on the development of volunteering policy.

Sarah Mitchell
Sarah Mitchell is an experienced and entrepreneurial charity leader. She became the Chief Executive of Cycling UK in September 2020, and has previously been the Chief Executive of Heart in the City, and the Carers Network.

Past guest lecturers have included:
Bayo Adelaja: Chief Executive, Do it Now Now
Debra Allcock-Tyler: Chief Executive, Directory of Social Change
Caron Bradshaw OBE: Chief Executive, Charity Finance Group
Paul Farmer CBE: Chief Executive, Mind
Beth Gardiner-Smith: Chief Executive, Safe Passage
Catherine Johnstone CBE: Chief Executive, Royal Voluntary Service
Javed Khan OBE: Chief Executive, Barnado’s
Rachel Kirby-Rider: Chief Executive, Young Lives vs Cancer
Ivo Gormley: Chief Executive, Good Gym
Ndidi Okezie: Chief Executive, UK Youth
James Watson-O’Neill OBE: Chief Executive, SignHealth
Core Faculty

The faculty represents a combination of leading academics and practitioners.

Dr Peter Grant is Senior Teaching Fellow in the Faculty of Management and the Academic Leader on the MSc Philanthropy, Grantmaking and Social Investment programme. Peter worked in the Arts and then as Director of an inner city charity for eight years. He joined Sport England at the inception of the National Lottery where he was respectively Deputy Director of Operations and then Head of Public Affairs and Development. From 1999 to 2004 he was Director of Operations of the New Opportunities Fund.

Andrew Hind is a Visiting Lecturer in Charity Governance and Finance. He is the joint Module Leader for Charity Accounting and Finance and Voluntary Sector Financial Management with Professor Paul Palmer. He was previously the Chief Executive of the Charity Commission and is Editor of the Charity Finance Magazine.

Dr Rick James is a Senior Teaching Fellow at the Bayes Business School and Academic Leader for the NGO Management programme. He has worked as a Principal Consultant for INTRAC and as an organisational change consultant in Africa, Asia and Europe for 25 years.

Beverly Jones is a Senior Lecturer at the Bayes Business School co-facilitating the NGO Management specialist modules. She has over 30 years’ experience in international development and politics, working with and within the civil society sector, with a strong focus on citizen-state engagement in its different forms, and more recently with governments and multi-lateral organisations.

Professor Stephen Lee is the Academic Leader for the Marketing and Fundraising core module. He is an active researcher and leading commentator on strategy development, marketing, fundraising, ethics and nonprofit governance issues. He entered the nonprofit sector in 1982 as Deputy Chief Executive at the Charities Advisory Trust and Directory of Social Change. Following further senior appointments in the sector, he held the post of Director of the Institute of Fundraising (IOF) for a period of eleven years.

Professor Paul Palmer is the Academic Leader for the Charity Accounting and Financial Management programmes. He is a Founder Trustee of the Honorary Treasurers Forum and has just completed a review for the Charity Commission on CC14 and Social Investment. Previously he worked in senior positions in the nonprofit sector.

Dr Haseeb Shabbir is the Academic Leader for the Charity Marketing and Fundraising programme. He joined the school in 2023, having held various managerial and leadership roles in Higher Education. As a senior member of the Academy Team at the Chartered Institute of Fundraising, he has served as course leader for the CIoF’s Certificate and Diploma programs in fundraising.
Course fees

The programme fees for 2024/25 are:

Year 1 (Postgraduate Diploma): £7,250
Year 2 (MSc Conversion): £4,200

Fees in each subsequent year of study (where applicable) will be subject to an annual increase of 2%. We will confirm any change to the annual tuition fee to you in writing prior to you commencing each subsequent year of study (where applicable).

First year fees can be paid in two instalments. The first must be paid in order to complete registration. Students pay the second installment at the end of January. If sponsored, the sponsoring charity will be invoiced around the start date of the course. On receipt of the invoice sponsoring charities can by request pay the second instalment in the first week in April 2025. Any deposit paid to secure your place will be deducted from the first instalment.

Students applying for a PGLoan, should apply for this ensuring that the different fees in year 1 and 2 (due to the different number of credits complete) are noted.

Please send your confirmation of your payment schedule at the first possible opportunity as this will need to be noted in order to adjust the due dates.

For those converting the diploma to MSc the fee of £4,200 is payable as a single payment in the second year.

For any further enquiries, please contact the Charity Programmes Office charityapps@city.ac.uk

Application

Apply for the course by completing the online application form, using the Apply Now button on the following page:
www.bayes.city.ac.uk/study/masters/courses/voluntary-sector-management

Please attach a current CV and a personal statement to your application to show the breadth and relevance of your experience which it may not be possible to detail on the online form.

Please provide details for one academic and one professional reference or two professional references, depending on which is more relevant to your background in the past 3 - 5 years.

In order to participate fully in the collaborative learning process, all students who have not previously studied in English must sit an IELTS exam. The required IELTS level is an average of 7.0 with a minimum of 6.5 in writing.

If you are not a native English speaker but have been studying in the UK for the last three years it is unlikely you will need to take the test. Please submit a copy of your most recent English language test/qualification along with your application and a decision will be made by the Admissions Panel.
Centre for Charity Effectiveness

- Our enduring mission is to drive transformation in the sector. We will continue to innovate, enable outstanding leadership and deliver sustainable change through applied research, professional development programmes and consultancy to both support the sector in the UK and internationally.

- We are the sector’s academic convenor. We are the place where students can gain world class Masters degrees, where charity leaders come for cutting-edge professional development and to meet and network with peers and share their experiences and ideas.

- Our inspirational alumni lead some of the UK’s most successful charities and return regularly for professional development, consultancy services and networking. They are core to delivering our ongoing mission to drive transformation within the sector and society.

Find out more about us: www.bayes.city.ac.uk/cce

Celebrating over 10 years inspiring transformation within the nonprofit sector
City, University of London is an independent member of the University of London which was established by Royal Charter in 1836. It consists of 17 independent member institutions of outstanding global reputation and several prestigious central academic bodies and activities.