



BAYES
BUSINESS SCHOOL
CITY ST GEORGE'S
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@citystgeorges.ac.uk if you have any questions.

"You are able to meet brilliant minds, network with others, hear about what people are doing in their organisations, share experiences, and learn while building relationships. You are able to marry theoretical with practical and that made it lively and fun so it's not rigid and just textbooks."

Ayoola Bandele, MSc in Philanthropy, Grantmaking and Social Investment (2025)

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.citystgeorges.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



The course is designed to support and enhance the core management skills and key competencies necessary to the delivery of efficient, effective and appropriate fundraising and marketing practice in the voluntary sector context. It is suitable for existing marketing and fundraising professionals located within the voluntary 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 professionals 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 LEADERSHIP AND MANAGEMENT



This course provides an advanced route for management and leadership development within the voluntary and community 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 really enjoyed my time at Bayes. It was a great opportunity to both learn and put things into practice with a great group of people around me."

Mark Wakeling, MSc in Charity Marketing and Fundraising (2025)

Centre for Charity Effectiveness

Intellectual leadership: developing talent, enhancing performance



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

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