Centre for Charity Effectiveness

MSc/Postgraduate Diploma: Voluntary Sector Management
Course Overview October 2020

Centre for Charity Effectiveness
Intellectual leadership: developing talent, enhancing performance
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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 CASS 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.

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 Cass has been instrumental to this journey and I enjoy continued contact with Cass and the opportunities that the Cass 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 Cass Business School’s Centre for Charity Effectiveness (Cass CCE). Cass 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 four 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 Cass 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 four 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

Learning and Understanding the Voluntary Sector
This module aims to enable you to:
- Map out your learning and development needs
- Set these needs within the context of the programme
- Learn new learning and study skills
- Develop skills to research a field of study selecting relevant information whilst omitting irrelevant discourse
- Develop skills to analyse and synthesise complex information within a coherent framework
- Understand and grasp the skill of working in an Action Learning Set (ALS).

Resource Management
This module aims to enable you to:
- Understand the principles of resource management within the specialist context of charities.

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.

Strategy, Diversity and Governance
This module aims to enable you to:
- Develop a broad knowledge and conceptual base in the field of strategy development, diversity and governance
- 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.
# Year 1 – 2020-21

<table>
<thead>
<tr>
<th>Module</th>
<th>Date</th>
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<tr>
<td>In-person registration and Induction</td>
<td>08 October 2020</td>
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<tr>
<td>Learning and Understanding the Voluntary Sector</td>
<td>09 – 10 October 2020</td>
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<tr>
<td>Strategy, Diversity and Governance</td>
<td>13 – 14 November 2020</td>
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<td>11 – 12 December 2020</td>
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<tr>
<td>Marketing &amp; Fundraising</td>
<td>15 – 16 January 2021</td>
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<td>Resource Management</td>
<td>12 – 13 February 2021</td>
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<td>05 – 06 March 2021</td>
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<td>09 – 10 April 2021</td>
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<td>Exam*</td>
<td>07 May 2021</td>
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<td>Organisation, Leadership and Change</td>
<td>14 – 15 May 2021</td>
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<td></td>
<td>18 June 2021</td>
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<td>Managing People and Quality</td>
<td>19 June 2021</td>
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<td></td>
<td>23 – 24 July 2021</td>
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<tr>
<td>Shadowing</td>
<td>Process to be completed by early August 2021</td>
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<td>Course Review Day</td>
<td>03 September 2021</td>
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*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 – 2022

**MSC CONVERSION FROM JANUARY 2022**  
(DATES TO BE CONFIRMED SEPTEMBER 2021)

<table>
<thead>
<tr>
<th>Module</th>
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<tr>
<td><strong>Research Methods for Managers</strong></td>
<td>21 – 22 January 2022</td>
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<td><strong>Masters by Dissertation</strong></td>
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<td>Research Proposal Review Day</td>
<td>18 February 2022</td>
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<td>Dissertation submission</td>
<td>15 September 2022</td>
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<td><strong>Taught Masters</strong></td>
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<td><strong>Charity Accounting and Financial Management option</strong></td>
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<tr>
<td>Social Enterprise</td>
<td>25 – 26 February 2022</td>
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<td></td>
<td>18 – 19 March 2022</td>
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<tr>
<td>Advanced Charity Accounting, Audit and Taxation</td>
<td>20 – 21 May 2022</td>
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<td>10 June 2022</td>
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<td>Exam</td>
<td>08 July 2022</td>
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<td>Voluntary Sector Financial Management</td>
<td>11 June 2022</td>
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<td>22 – 23 July 2022</td>
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<tr>
<td><strong>Charity Marketing and Fundraising option</strong></td>
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<tr>
<td>Social Enterprise</td>
<td>25 – 26 February 2022</td>
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<td>18 – 19 March 2022</td>
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<td>Fundraising</td>
<td>20 – 21 May 2022</td>
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<td>10 June 2022</td>
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<td>Strategic Charity Marketing</td>
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<td>22 – 23 July 2022</td>
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<tr>
<td><strong>Grantmaking, Philanthropy and Social Investment option</strong></td>
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<tr>
<td>Social Enterprise</td>
<td>25 – 26 February 2022</td>
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<td>18 – 19 March 2022</td>
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<tr>
<td>Principles and Practices of Grantmaking, Philanthropy and Social Investment</td>
<td>20 – 21 May 2022</td>
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<td>10 June 2022</td>
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<tr>
<td>Management of Grantmaking, Philanthropy and Social Investment</td>
<td>11 June 2022</td>
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<td>22 – 23 July 2022</td>
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<tr>
<td><strong>NGO Management option</strong></td>
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<tr>
<td>Social Enterprise</td>
<td>25 – 26 February 2022</td>
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<td></td>
<td>18 – 19 March 2022</td>
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<tr>
<td>NGO Management: The strategic issues</td>
<td>13 – 14 May 2022</td>
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<td>17 June 2022</td>
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<tr>
<td>Managing NGOs: People and Practices</td>
<td>18 June 2022</td>
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<td>22 – 23 July 2022</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, Cass 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.

Oonagh Aitken
is an experienced senior manager and currently the Chief Executive of Volunteering Matters (formerly CVS). Prior to that she held a number of senior posts in local government in Scotland and at the Improvement and Development Agency for Local Government. She was a part-time lecturer and researcher in social policy in Quebec and has experience of European policy and programmes.

Ernie Messer
Ernie Messer is a senior consultant with broad based general management experience now working solely in the non profit sector and specialising in building collaborative ventures between charities - frequently stretching out into the public and commercial sectors. He is passionate about achieving lasting social change in challenging situations.

Past guest lecturers have included:
Debra Allcock-Tyler: Chief Executive, Directory of Social Change
Andrew Baines: Royal British Legion
Fiona Bartels-Ellis: Head, Equal Opportunity and Diversity, British Council
Dorit Braun: Parentline Plus
Caroline Copeman: Senior Visiting Fellow and Principal consultant, CCE
Simon Davey: Omega Alpha Ltd
Paul Hemming: Southern Region, Childline
Nigel Hartley: CEO, Earl Mountbatten Hospice
Veronique Jochum: NCVO
Susan Kay-Williams: Garden Organic
Nigel Lewis: Chief Executive, Ability Net
Bharat Mehta: Chief Executive, City Parochial
Tony Newby: BTCV
Heather Richardson: Joint Chief Executive, St Christopher’s Hospice
Valerie Tulloch: NCH
Karl Wilding: Director of Public Policy and Volunteering, NCVO
Core Faculty

The faculty represents a combination of leading academics and practitioners.

**Daniel Beunza** has recently joined the Charities Programme as Reader in Voluntary Sector Management. David was previously at Copenhagen Business School and LSE. His research centres around Socially Responsible Investment and the role of NGOs.

**Dr Peter Grant** is Senior Teaching Fellow in the Faculty of Management and the Academic Leader on the MSc Grantmaking, Philanthropy 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.

**Professor John Hailey** is a Senior Teaching Fellow at Cass Business School and was one of the founders of the Oxford-based International NGO Training and Research Centre (INTRAC). He was the first Director of INTRAC’s Praxis Programme which was established to inform the development of new approaches to capacity building and managing change.

**Professor Andrew Hind** is a Visiting Professor in Charity Governance and Finance. He is the joint Module Leader for Resource Management 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 Cass 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.

**Professor Stephen Lee** is the Academic Leader for the Charity Marketing and Fundraising programme. 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. As the author of several books on charity finance and governance, he also contributes to NCVO’s web-based helpline and is a member of the Charity Commission’s SORP committee. Previously he worked in senior positions in the nonprofit sector.

**Atul Patel** is a Senior Teaching Fellow and the academic leader on the Hospice Leadership and Management module. Qualified in social work, he has spent more than 15 years working in the voluntary and statutory sectors. His particular interests are in management development, strategy development, diversity development, assessment of complex staffing situations and advising trustees.
Course fees

The programme fees for 2020/21 are:

- **Year 1 (Postgraduate Diploma):** £6,360
- **Year 2 (MSc Conversion):** £3,640

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 instalment at the end of January. If sponsored, the sponsoring charity will be invoiced around the start date of the course. Sponsoring Charities can by request pay the second instalment in the first week in April 2020 on receipt of the invoice. 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 £3,640 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: https://cass.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.
Cass 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.cass.city.ac.uk/cce

Celebrating over 10 years inspiring transformation within the nonprofit sector
Cass Business School

In 2002, the School was renamed Sir John Cass Business School following a generous donation towards the development of its new Bunhill Row premises.

Sir John Cass’s Foundation

Sir John Cass’s Foundation has supported education in London since the 18th century and takes its name from its founder, Sir John Cass, who established a school in Aldgate in 1710. Born in the City of London in 1661, Sir John served as an MP for the City and was knighted in 1713.