

# Master of Management in African Philanthropy



WBS



**Expand** your knowledge and develop your expertise  
in managing people in the field of philanthropy in Africa



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South African case studies produced by our Case Centre

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Faculty with PhDs

95%



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30



WITS UNIVERSITY

28

A-rated Scientists



4

Nobel Laureates



**CONTENTS**

Message from the Programme Director	1
What is the Centre on African Philanthropy and Social Investment (CAPSI)?	2
Programme basics	2
Why African philanthropy?	3
Who is it for?	4
Approach to learning	4
Curriculum	5
Core courses	5
Electives	6
Application process	8
Fees	8
Checklist	9
Contact	10



# Master of Management in African Philanthropy



## MESSAGE FROM THE PROGRAMME DIRECTOR

Philanthropy is a growing field of study globally that has gained attention across many universities. In Africa, WBS through the Centre on African Philanthropy and Social Investment (CAPSI) will be the first university to offer postgraduate degrees in philanthropic studies.

If you are looking to specialise in philanthropic studies and contribute immensely to the achievement of global developmental goals, then WBS is your first choice. WBS is an established, well reputable research and academic institution located in Johannesburg – at the heart of the economic hub of South Africa.

Over the last few years, there has been a lot of attention on philanthropy and expectations have grown on its role towards creating inclusive and transformative societies. There are very few experts on African philanthropy in the continent. This is an opportunity to create a cohort of scholars and researchers in the field of philanthropic studies.

I am excited as the Director of CAPSI to present this degree that offers several important modules on understanding the role that philanthropy plays in development and how to manage and run or establish philanthropic and social investment institutions. In addition, this degree tackles issues that range from fundraising to public policy and sustainable development goals, ethics and religion in philanthropy and advising private wealth among others.

If you are considering joining this exciting programme, you are indeed in the right place. Welcome aboard.

**Bhekinkosi Moyo**

Adjunct Professor and Director: CAPSI

# WHAT IS THE CENTRE ON AFRICAN PHILANTHROPY AND SOCIAL INVESTMENT ?



The Centre on African Philanthropy and Social Investment (CAPSI), the first of its kind in Africa, has been structured to promote social change by building a culture of effective giving and corporate social and civic responsibility.

It serves as a source of knowledge, a cultivator of partnerships, and a catalyst for innovation and community engagement. The Centre aspires to build a new cadre of African experts, researchers and academics in African Philanthropy, Social Investment, and related disciplines.

**Master of Management in African Philanthropy** is a one year online (full-time) programme.

## PROGRAMME BASICS

Duration:	1 years
Level:	NQF 9
Study mode:	One year online (full-time)
Programme starts:	January
Orientation:	Face-to-face for 5 consecutive days





## WHY AFRICAN PHILANTHROPY?

Philanthropy is an integral element in advancing the development agenda on the continent. African philanthropy, by its very definition, is the foundation upon which transformational development takes place. African philanthropy – a term that was once foreign in Africa, even though its practice has always been a reality, and one that scholars have grappled with years to make contextually relevant – is at the heart of Africa's development trajectory.

There are a number of challenges with documenting and encouraging the broad set of activities that can be described as African philanthropic practice. Most literature about philanthropy on the African continent is concerned with external or Western-based philanthropy directed towards the continent, or focuses only on South Africa, Kenya and Northern Africa.

Development ought to be transformative, sustainable, and essentially based on Africa's own institutions, informed by its own knowledge systems, and supported by its resources. Rigorous and independent academic research and scholarship is required to further develop the conceptual framework of African-led development, anchored in principles and values enshrined in both pan-Africanism and African philanthropy.

Although there is now an increased amount of literature on philanthropy in Africa, compared to ten years ago, there is still a big gap that exists as far as knowledge on philanthropy is concerned. The Centre's central aim is to contribute to this knowledge gap through its research and publication agenda on philanthropy as well as through dialogue and best practice.

## WHO IS IT FOR?

The MM in African Philanthropy programme is designed for students who want to build a career in either the business or social sector especially in the area of foundations, where corporates and High Net Worth Individuals are investing a lot of their resources and giving back to society, but want to do so in structured ways.

## APPROACH TO LEARNING

This programme is geared towards developing expertise in the management of philanthropic resources. Courses focus on the intersection between public policy, development and philanthropy, as well as on the management and leadership of philanthropic institutions including family and corporate foundations.



# CURRICULUM

There are three components of the Master of Management in African Philanthropy

- ▶ 1. CORE COURSES ▶ 2. ELECTIVES ▶ 3. RESEARCH REPORT

## CORE COURSES

### 1. African Gifting and Philanthropy

This course provides the theoretical foundation. It does so by engaging the students in a critical understanding of the role of African Philanthropy in social, political, economic, and cultural relations in Africa's diverse countries. Successful completion of the module will demonstrate a scholarly mastery of a significant pro-social feature of human relations and its importance for social cohesion and advancement.

### 2. Organisation and Management of Philanthropy

This core course deals with the practical issues of organising and managing gifting within different institutional settings and practices, for example grant making, corporate social investment, private foundations. The student should be equipped to establish and run departments, grant making programmes, and articulate in what ways the operating environment could be improved in relation to effectiveness.

### 3. Resourcing African Gifting and Philanthropy

This course involves students in the strategies and alternatives for generating the resources needed to finance African Philanthropy. Students will gain an overview of resource mobilisation potentials and practices as deployed across the continent and internationally. The course will generate awareness of the relationship between gifting and the politics of resource allocation both public and private. Basic insights will be gained about the general legal regulatory and policy factors that work for and against financing philanthropy.

### 4. Research Methods

This compulsory course equips students with tools, methodologies and knowledge to execute their research projects and produce a report. It develops the student's ability to collect, analyse and critically evaluate information in the African philanthropy arena. The overall intention is to educate students on the research process and enable them to conduct research.

## ELECTIVES

CHOOSE 3 FROM THE LIST BELOW

### 1. Advising Private Wealth

This elective targets students who anticipate playing an advisory role in wealth management for individuals already or considering becoming active in gifting on the continent. This course will provide a package of knowledge, skills and experience tailored to a particular segment of African gifting: private and high-net worth individuals. From the perspective of optimising asset management, it will introduce them to different options in designing gifting structures, methods and strategies considering risk and defining goals.

### 2. Corporate Social Investment

This elective is designed to be suitable for students whose careers will lie within the world of corporate social investments and emerging pro-active philanthropies informed by commercial principles. It introduces students to the ethical role that business should play in the development of African societies. It will equip them to become leaders in creating and implementing corporate social investments, projects, programmes, and relationships.

### 3. Community Gifting/Philanthropy

This course opens up a critical and neglected dimension of gifting by African people and communities among themselves. It will expose the student to a fundamental system of gifting on which this continent relies. It introduces the concept and practice of horizontal Philanthropy with an appreciation of a scale and economic and non-economic value.

### 4. Community Foundations

Students will be introduced to a critical area of establishing results and performance. It ensures students can determine the most appropriate approach and methods to ascertain the effectiveness of gifting practices of various types. It will enable them to incorporate from the outset performance assessments into the strategy, organisation and management of gifting initiatives programmes, projects, and relationships with stakeholders. The students will become attentive to the contending metrics that stakeholders bring to gifting processes and methods and ways of integrating them into an ethical set of criteria.





## 5. Philanthropy (Gifting) and the Sustainable Development Goals (SDG)

This elective introduces the students to the relevance of African countries adopting SDGs as the framework for the investment and efforts in the coming 15 years. The student will gain a discerning view of the extent to which gifting should or should not enter collaborative arrangements with other actors particularly giving the significance of SDG implementation through multi-stakeholder partnerships.

## 6. The Role of Religion and Belief

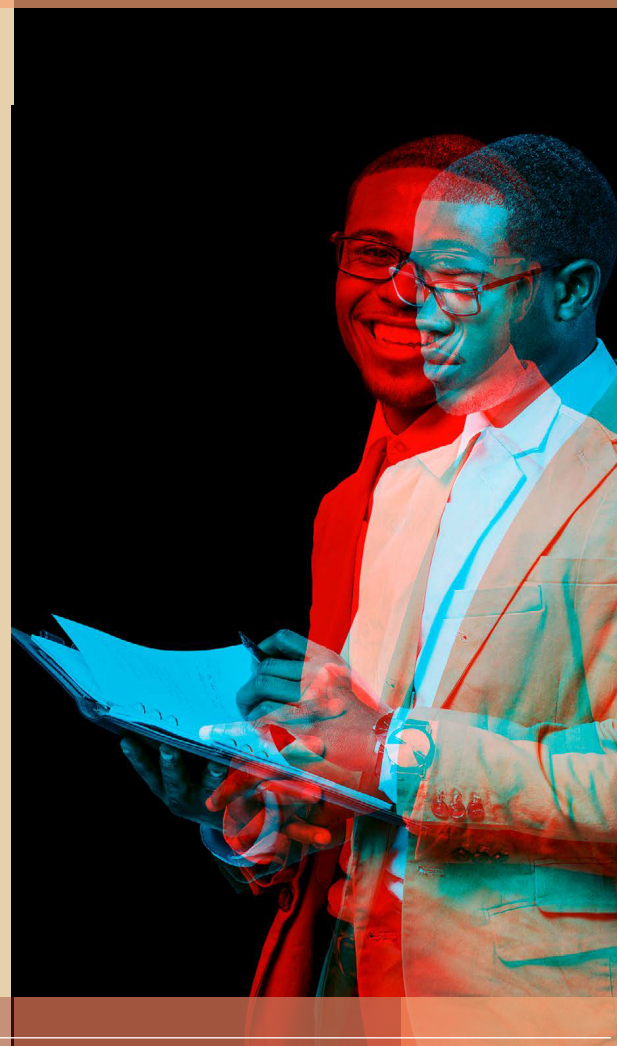
This module addresses the deep historical contribution of religion and faith to the landscape of gifting to be found in the African continent. It engages the student in two critical areas of the place of faith and religion in contemporary conditions and future possibilities. By taking this elective, the student will be sensitised to the moral and spiritual forces that lie behind standards and norms communities apply to gifting experiences.

## 7. Public Policy, Law and Regulation

This elective engages the students in the conditions set by states in which gifting takes place. Students will understand the grounds on which regimes determine the disincentives for gifting and social investment's contribution to a country's development. They will gain knowledge about taxation and other instruments that are being relied on to ensure that gifting has integrity and conforms to a country's development strategy. They will be introduced to the process and practice of policy influencing.

# RESEARCH REPORT

This is the independent study portion of the curriculum in which all Master's degree candidates must undertake academic research and produce a mini thesis. In line with the Centre, candidates research will focus on increasing knowledge about African Philanthropy and improving the practices of giving, volunteering, fundraising, and other aspects of philanthropic activity.





# APPLICATION PROCESS

- Only online applications are accepted.

Please go to <https://www.wits.ac.za/postgraduate/applications/>.

- Please ensure that all information is correct and that you have uploaded everything on the checklist.
- Should your application be successful, an amount of R15 000 will be payable on acceptance. This amount is non-refundable and will be offset against the registration fee payable in your first year.

## Deadline for applications:

Please visit [www.wbs.ac.za](http://www.wbs.ac.za)

## REQUIREMENTS FOR ADMISSION

- A 4-year degree/postgraduate diploma in management or related/cognate discipline at NQF 8 with a good academic performance record.
- A level of competence in Maths and English equivalent to the SA NSC level.
- A minimum of 3 years' appropriate work experience. If the applicant seeks exemption from this requirement a letter of motivation must accompany the application.
- Candidates may also be required to attend an interview with WBS.
- Candidates short-listed may be required to complete admissions tests at their own cost.

## FEES

Fees for the Master of Management in African Philanthropy for 2025 are quoted as

**R152 420.00\***

\* Subject to review in January 2026

## ENQUIRIES

+27 (0)861 000 927

[admissions.wbs@wits.ac.za](mailto:admissions.wbs@wits.ac.za)

## Checklist

- ☐ Online application form
- ☐ Copies of all degree certificates
- ☐ Academic transcripts in English
- ☐ Your CV including places of work to substantiate work experience
- ☐ Letter of motivation in support of application
- ☐ Non-refundable application fee of R200

### INTERNATIONAL STUDENTS

Students whose prior degrees were not awarded by a South African university must submit a South African Qualifications Authority (SAQA) evaluation certificate.

(Note: this process can take up to three months to finalise.)

APPLY ONLINE



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[www.wbs.ac.za](http://www.wbs.ac.za)

## WITS BUSINESS SCHOOL

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