MN4243 – Philanthropy & Philanthropreneurs: The Business of Doing Good

Module Type/Semester: Option (20 Credits)/Semester 1

Pre-requisite(s): MN2001 and MN2002

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Aim:
From Bill Gates to George Soros, from the Rockefeller Foundation in the US to the Bharti Foundation in India, philanthropists and philanthropic foundations are taking an increasingly active role in shaping society and are using their private resources for public benefit and social change. But, what motivates business leaders to act as philanthropists? How can we understand philanthropic organisations and their role in society? What, if any, is the impact of philanthropic activities on society? How are business models and ideas changing society? This module critically examines and reviews the philanthropy field, its nature, characteristics, drivers and activities.

Method of Teaching & Learning:
- Interactive lectures/discussions
- Seminars
- Group and independent study

Learning Outcomes:
By the end of the module, students should be able to:
- Discuss and challenge current philanthropy theory and practice;
- Understand and critically engage with the changing roles of, and for, philanthropy and philanthropic organisations in contemporary society;
- Assess the novel intersections of the private, public and non-profit spheres brought about by philanthrocapitalism and philanthropreneurs;
- Question and reflect on the impact, effectiveness and appropriateness of philanthropy.

The transferable skills acquired and/or developed in this module will include:
- Critical engagement and reflection;
- Information/data gathering, analysis and synthesis;
• effective written and verbal communication;
• creative problem solving;
• independent and group learning.
• clear and analytical writing

INDICATIVE TOPIC OUTLINE:
The module is subdivided into four overarching themes:

Part 1: Philanthropy: what is it good for?
Providing the overarching context for the module, the first two sessions: discuss different conceptualisations, theories and definitions of philanthropy; highlight international trends in individual and organisational philanthropy; critically reflect on the role of philanthropy in society; and examine contemporary political and socio-economic expectations of philanthropy.

Building on Part 1, the second cluster examines contemporary philanthropy by focusing on: the move towards organized and professionalised charity; the transfer and application of entrepreneurial and business ideas and principles to philanthropy; motives for, and drivers of, current philanthropy; the growth in philanthrocapitalism and alternative funding approaches that are inspired by venture capital thinking.

Part 3: Last of the Big Spenders: the institutions of philanthropy.
Moving from the entrepreneurs of philanthropy to the institutions of philanthropy, the third part explores the various forms, characteristics and practices of philanthropic foundations. It discusses: the unique nature of philanthropic foundations; the organisational diversity in the field; the roles, drivers and nature of corporate philanthropy and foundation-owned corporations; and the impact and activities of foundations in shaping policies and setting agendas.

Part 4: Tainted money, terrorism, tax evasion: exploring the dark side of good.
The concluding part of the module broadens the focus to address wider questions and critiques around contemporary philanthropy. It: discusses the impact, effectiveness and appropriateness of philanthropreneurship; reviews Marxist and Colonial critiques of philanthropy; reflects on the ‘dark side’ and abuse of philanthropy; and thinks about future trajectories and scenarios for philanthropy.

ASSESSMENT:
• Continuous assessment (60%)
  - individual essay (30%)
  - individual report (30%)
• Two-hour written exam (40%)
CORE READING LIST:
Despite philanthropy's long history, it has developed in rather unique and diverse ways over the last two decades. As such, there is currently no single textbook that does justice to the area. The following provides a selection as a starting point for your own independent reading and personal exploration of the area (and please note that you are not expected to read all of these). Every week, additional relevant material, reading and resources, will be highlighted and guidance on essential reading will be given. This information will be available online via the University Library's online Reading List system. However, you are expected to seek out further reading material in books, academic and professional journals, and online resources where necessary and/or appropriate.

Useful journals to consult include:
Academic:
- Nonprofit and Voluntary Sector Quarterly (NVSQ)
- VOLUNTAS
- Nonprofit Management and Leadership
- Voluntary Sector Review

Professional:
- The Chronicle of Philanthropy
- The Foundation Review
- Third Sector
- Third Sector Review

Alongside traditional management journals such as those published by the Academy of Management, you might also want to consult some of the policy journals, such as Public Administration Review, Public Administration, and Policy & Politics. A number of journals have also had special issues on philanthropy, including:


The Conversations on Philanthropy Series, an annual publication of The Philanthropic Enterprise that features academic papers, essays, and reviews by scholars, philanthropists, and social entrepreneurs with the aim to develop wider reflections on beneficence.

Books
Absolutely no way round this (despite its style):

Selection:


Frumkin, P (2006), Strategic Giving: the art and science of philanthropy, University of Chicago Press: Chicago

Goldberg, SH (2009), Billions of Drops in Millions of Buckets: Why philanthropy doesn’t advance social progress, Wiley: Hoboken


Illchman, WF, SN Katz, EL Queen II (eds.) (1998), Philanthropy in the World’s Traditions, Indiana University Press: Bloomington


Krige, J and H Rausch (eds.) (2012), American foundations and the coproduction of world order in the twentieth century, Vandenhoeck & Ruprect: Goettingen [NB: this is an international collection with some chapters in French and German]


Matthew, B and M Green (2008), Philanthrocapitalism: how the rich can save the world and why we should let them, A&C Black: London

Michael, E (2008), Just Another Emperor? The myths and realities of philanthrocapitalism, Demos: New York
