

**NATIONAL UNIVERSITY OF SINGAPORE**  
**NUS Business School**  
**Department of Finance**

**FIN4117 Measuring Success in Philanthropy and Impact Investing**

**Instructor:** Associate Professor Lam Swee Sum, CA, CFA  
swee.sum@nus.edu.sg; MRB-07-50, 6516-3037

**Session:** Semester 2, 2014/2015

**Course Description**

Philanthropy is evolving dramatically given supply of new monies seeking greater impact. Motivated out of a love for mankind, improving the human condition remains a key objective. However, the act of philanthropy, its orientation, methods and approaches are realigning in ways that treat the giving of private wealth not simply as gifts but as investments with expected returns. As such, the “new” philanthropy borrows ideas, practices, technologies and vocabulary from the world of finance and private equity, to articulate its purpose and operational design. It emphasizes impact and efficiency, and frames impact investing as a specific form of philanthropy, one that, at its core, involves leveraging and aggregating diverse resources to generate a blend of measurable social and financial returns consistent with the interests of the parties involved.

This course considers key features of the emerging landscape, delves into actionable measurement of success in philanthropy, venture philanthropy and impact investing, and examines the approaches adopted by some of the leading voices in the new philanthropy. It benefits from the depth and documentation of experience in the US, and draws on Asian examples where available and relevant.

This module is essential for the following participants in the social capital markets: private bankers, philanthropy advisors, family offices, foundations, venture philanthropists, impact and private equity investors, corporates developing a strategic CSR program, policy makers and government agencies.

**Course Objectives**

The objectives of the course are to enable students to acquire the following:

1. An **understanding of the salient features** of philanthropy and impact investing and their evolving landscape;
2. Critical thinking **skills to frame the key issues** in philanthropy and impact investing at the strategic and operational levels; and
3. Exposure to the **application of key concepts** to the practice of philanthropy and impact investing.

## **Course Outline**

The course will be organized in three related segments covering:

- A. Performance Measurement and Management;
- B. Philanthropy;
- C. Venture Philanthropy and Impact Investing.

Using lectures, case studies and discussions based on readings, the course will consider:

- Logic models, theories of change, and the design, monitoring and evaluation of philanthropic activity and impact investing;
- Measurement of social impact and the challenges faced by social investors in gauging the impact of their investments;
- Methods for improving the behaviors and accountability of individuals and organizations to achieve socially desirable outcomes; and
- Social Enterprises: Scaling and tradeoffs between financial sustainability and social impact.

## **Pre-requisites**

There is no pre-requisite. But students would benefit if they have read FIN3102 Investment Analysis and Portfolio Management.

## **Readings**

Course materials and readings include journal articles, book chapters, case studies, videos and information available at various websites. Updates are made available as new materials become available.

## **Assessment**

The assessment of the module will be based on a total of 55% for individual credit and 45% for group work:

Class participation and journal	20%	) individual credit
Reflection papers	35%	)
Group project & presentation	45%	

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