

Course title	Crowdfunding Academy										ECTS code	14.3.EE.FZ.3761
											ECTS credits	5
											max. students	30
Name of unit administrating study	OTHER	Field of study	Economics/MSG**	Field of specialisation	NONE;							
Teaching staff	Joanna Adamska, Ph.D.											
Number of hours												
Lectures	0	Classes	0	Tutorials	30	Laboratory	0	Seminars	0	Language classes	0	
Forma aktywności							Year&Type of studies*		3 SS1,			
Hours with the participation of the academic teacher (including office hours, exams, others):					31	Semester:		5,				
Hours without the participation of the academic teacher (student's self-study, homeworks):					44	Type of course:		optional				
Total number of hours:					75	Language of instruction:		English				
Teaching form	in-class learning											
Teaching methods	Lectures including multimodal presentations, Discussion, questioning, Case studies, Collaborating, group activities,											
Prerequisites (required courses and introductory requirements)												
Required courses	-											
Introductory requirements	Creativity and willingness to work on a crowdfunding project, communication skills.											
Assessment method, forms and criteria												
Assessment method	Course completion (graded)											
Assessment criteria	Project: Crowdfunding Campaign Proposal <ul style="list-style-type: none"> <li>• Group project: developing a crowdfunding campaign proposal for a real or hypothetical project.</li> <li>• Each group will present the proposal, including campaign objectives, target audience analysis, marketing strategies, budgeting, and risk management plans.</li> <li>• Assessment criteria: idea, quality of materials prepared, project's presentation.</li> </ul>											
Course objectives												
The course aims to promote entrepreneurship and innovation by providing students with a solid understanding of the various models and concepts of crowdfunding, as well as teach them practical skills necessary for planning, executing, and managing successful crowdfunding campaign.												
Learning outcomes												
Knowledge	MSG1_W05	Student knows and understands the basic principles of establishing and developing various forms of entrepreneurship, including crowdfunding										
	MSG1_W14	Student knows and understands basic terms and principles of intellectual (industrial) property protection and copyright law										
	E1_W10	Student knows and understands basic terms and principles of intellectual (industrial) property protection and copyright law										
	E1_W11	Student knows and understands the basic principles of establishing and developing various forms of entrepreneurship, including crowdfunding										
Verification of learning outcomes - Knowledge												
Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project	
MSG1_W05									X		X	

MSG1_W14									X		X
E1_W10									X		X
E1_W11									X		X

Skills	MSG1_U08	Student uses basic methods and computer programmes as well as marketing techniques and tools to prepare crowdfunding campaign									
	MSG1_U13	Student can prepare presentations and oral speeches in English with main assumptions of international crowdfunding project									
	E1_U02	Student is capable of using theoretical knowledge and collecting data to analyze specific economic and social dynamics relevant to crowdfunding initiatives. Able to utilize methods derived from economics, finance, and management sciences to dissect and understand these dynamics effectively									
	E1_U10	Student can prepare presentations and oral speeches in English with main assumptions of international crowdfunding project									

**Verification of learning outcomes - Skills**

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
MSG1_U08									X		X
MSG1_U13									X		X
E1_U02									X		X
E1_U10									X		X

Attitudes	MSG1_K04	Student is ready to think and act in an entrepreneurial manner; adapts to new situations and conditions, undertakes challenges of creative thinking while preparing crowdfunding proposal and can identify threats and assess the risk related to it									
	E1_K04	Student is ready to think and act in an entrepreneurial manner; adapts to new situations and conditions, undertakes challenges of creative thinking while preparing crowdfunding proposal and can identify threats and assess the risk related to it									

**Verification of learning outcomes - Attitudes**

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
MSG1_K04											X
E1_K04											X

**Course contents**

In each class, students will engage in case studies of real-life crowdfunding campaigns. Through discussions, group work, and analysis of provided materials, we will explore various aspects of crowdfunding and projects, as listed below.

At the end of the course, students, working in groups, will craft a crowdfunding proposal for either a real or hypothetical project, with the option to launch a campaign on a crowdfunding platform (however it is not a mandatory part of the course).

**Best students will have the opportunity to participate in international projects both during and after the course.**

**Introduction to crowdfunding:** Understanding the concept of crowdfunding; historical overview and evolution. Creators and backers.

**Crowdfunding platforms:** different types of crowdfunding platforms; fees; regulations.

**Non-investment crowdfunding models:** Reward-based and donation crowdfunding. Overview, statistics and regulations. Intellectual property in crowdfunding campaigns.

**Investment crowdfunding:** equity crowdfunding: definitions, types and regulations. Examining peer-to-peer lending.

**The role of campaigns' creators:** Different types: individuals, NGO, public entities, private companies; advantages and disadvantages; relationships with backers.

**Successful crowdfunding campaign:** Target audiences and market validation; campaign narratives; funding goals and budgeting; multimedia for effective storytelling. Case studies and best practices.

**Online Presence:** branding in crowdfunding, use of social media and digital marketing strategies; the role of communication with backers; maintaining transparency. Case studies and best practices.

**Campaign Logistics and post-campaign strategies:** timing, duration, and frequency of updates; strategies for rewards-based campaigns; building and maintaining relationship with backers. Case studies and best practices.

#### Recommended reading lists

a) Shneor, R., Zhao, L., & Flíten, B. T. (2020). Advances in crowdfunding: Research and practice (p. 531). Springer Nature.

Shneor, R., Mrzygłód, U., Adamska-Mieruszewska, J., & Fornalska-Skurczyńska, A. (2022). The role of social trust in reward crowdfunding campaigns' design and success. *Electronic Markets*, 1-16.

b) Cumming, D., & Hornuf, L. (2018). *The economics of crowdfunding*. Palgrave Macmillan.

Contact

[joanna.adamska@ug.edu.pl](mailto:joanna.adamska@ug.edu.pl),

\* SS1- undergraduate studies \* SS2 - graduate studies \* SDang - doctoral studies

\*\* MSG - International Economic Relations