

Subject card

Subject name and code	Crowdfunding Academy , PG_00177626						
Field of study	Economics, International Economic Relations						
Date of commencement of studies	October 2024		Academic year of realisation of subject		2025/2026		
Education level	Master's studies		Subject group		Obligatory subject group in the field of study Optional subject group		
Mode of study	full-time studies		Mode of delivery		at the university		
Year of study	2		Language of instruction		Polish		
Semester of study	4		ECTS credits		5.0		
Learning profile	academic		Assessment form		credit		
Conducting unit	Department of Sustainable Market Processes -> Faculty of Economics -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Joanna Adamska				
	Teachers		dr Joanna Adamska dr Urszula Mrzygłód				
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	30.0	0.0	0.0	0.0	30
	E-learning hours included: 0.0						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	Number of study hours	30		0.0		0.0	30
Subject 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	Course outcome	Subject outcome	Method of verification
	[EKONMU2_W11] knows the detailed principles of establishing and developing forms of individual entrepreneurship, using the knowledge of economics, finance and management sciences	The student understands in detail the principles of creating and developing individual entrepreneurial initiatives through crowdfunding, integrating knowledge from economics, finance, and management sciences.	[SW2] presentation/project/paper/report
	[MSGMU2_W11] has a theoretically grounded, in-depth knowledge of the key issues of managing a business entity on the national and international market and of selected detailed issues of the international supply chain	The student possesses theoretically grounded, in-depth knowledge of key issues related to managing crowdfunding ventures in domestic and international markets, including selected aspects of the international supply chain relevant to the implementation of crowdfunded projects.	[SW2] presentation/project/paper/report
	[EKONMU2_U10] has an advanced ability to prepare specialist oral presentations on economic and social issues, using specialist theoretical approaches, the principles of collecting various sources of data, their description and interpretation, and drawing conclusions based on scientific literature; can prepare and conduct a debate	The student demonstrates advanced skills in preparing specialized oral presentations in both Polish and English on topics related to crowdfunding and socio-economic entrepreneurship, using theoretical frameworks, principles of data collection and interpretation from various sources, and drawing conclusions based on academic literature; the student is also able to prepare and moderate a debate on issues related to crowdfunding.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report
	[MSGMU2_U13] has a thorough ability to prepare specialist written work on economic and social issues, using specialist theoretical and methodological approaches, collecting data from various sources, their description and interpretation, the principles of hypothesis formulation and drawing conclusions on the basis of scientific literature and factual data, and can perform advanced international comparisons	The student demonstrates advanced skills in preparing specialized written papers in both Polish and English on issues related to crowdfunding and socio-economic challenges, using theoretical and methodological frameworks, collecting, describing, and interpreting data from various sources, formulating research hypotheses, and drawing conclusions based on academic literature and factual data; the student is also able to conduct in-depth international comparisons related to crowdfunding phenomena.	[SU2] presentation/project/paper/report
	[MSGMU2_K03] is ready to actively participate in groups, organisations and institutions conducting professional projects concerning the functioning of economic entities in the conditions of globalisation and the development of integration processes	Is ready to actively participate in groups, organizations, and institutions implementing professional crowdfunding projects related to the functioning of economic entities under conditions of globalization and advancing integration processes.	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report
	[EKONMU2_K03] inspires and organises preparation of economic and social projects, following the idea of sustainable development, reconciling legal, economic, ecological, political and social requirements	The student inspires and organizes the development of socio-economic projects financed through crowdfunding, in alignment with the principles of sustainable development, skillfully balancing legal, economic, environmental, political, and social requirements in the planning and implementation of initiatives.	[SK2] presentation/project/paper/report
	[EKONMU2_U14] can appropriately identify priorities and plan and organise tasks related to their implementation, as well as monitor and assess progress	The student is able to define priorities and effectively plan, organize, and implement tasks related to the preparation and execution of a crowdfunding campaign, as well as monitor its progress and evaluate outcomes at various stages of the project.	[SU2] presentation/project/paper/report

Subject 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). Students will have the opportunity to participate in international seminar both during 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. Some stages of the project work will be carried out during consultations / open office hours.		
Prerequisites and co-requisites	Creativity and willingness to work on a crowdfunding project, communication skills.		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Project	51.0%	100.0%
Recommended reading	Basic literature	a) Shneor, R., Zhao, L., & Fliten, B. T. (2020). Advances in crowdfunding: Research and practice (p. 531). Springer Nature. Shneor, R., Mrzygłód, U., Adamska-Mieruszevska, J., & Fornalska-Skurczynska, A. (2022). The role of social trust in reward crowdfunding campaigns design and success. Electronic Markets, 1-16.	
	Supplementary literature	b) Cumming, D., & Hornuf, L. (2018). The economics of crowdfunding. Palgrave Macmillan	
	eResources addresses		
Example issues/ example questions/ tasks being completed			
Work placement	Not applicable		

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