

Subject card

Subject name and code	Crowdfunding Academy , PG_00177626						
Field of study	International Business						
Date of commencement of studies	October 2023		Academic year of realisation of subject		2025/2026		
Education level	Bachelor'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	3		Language of instruction		Polish		
Semester of study	6		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
	[IBL3_W10] knows and understands basic terms and principles of intellectual (industrial) property protection and copyright law	The student knows and understands the basic concepts and principles of intellectual (including industrial) property protection and copyright law, in the context of creating and implementing crowdfunding campaigns.	[SW2] presentation/project/paper/report
	[IBL3_U07] can take part in a debate, is able to present, evaluate and discuss various viewpoints in the field of international business	The student is able to participate in a debate, present, assess, and discuss various viewpoints related to international business, including different approaches to conducting crowdfunding campaigns in foreign markets.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report
	[IBL3_K03] is ready to take part in co-organizing activities for social environment and fulfil social obligations of international business stakeholders	The student is prepared to co-organize activities for the benefit of the social environment and to fulfill the social responsibilities of international business stakeholders, including through the implementation of socially-oriented or pro-social crowdfunding projects.	[SK2] presentation/project/paper/report
	[IBL3_U06] can communicate using the terminology of international business	The student is able to communicate effectively using terminology from the field of international business, including in the context of discussing and presenting crowdfunding projects.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report
	[IBL3_W05] knows and understands basic principles of establishing and developing various forms of entrepreneurship	The student knows and understands the basic principles of establishing and developing various forms of entrepreneurship, including ventures based on crowdfunding.	[SW2] 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	

Document generated electronically. Does not require a seal or signature.