

Subject card

Subject name and code	Crowdfunding Academy , PG_00177626						
Field of study	Logistics and Mobility						
Date of commencement of studies	October 2024		Academic year of realisation of subject		2025/2026		
Education level	Master's studies		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						
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
	[LMMU2_U07] can independently propose solutions to complex logistics and mobility problems, select methods of analysis and conduct conclusive procedures in this respect	Is able to independently propose solutions to complex problems in the field of logistics and mobility in the context of implementing crowdfunding projects, selecting appropriate analytical methods and carrying out decisive organizational and decision-making procedures.	[SU2] presentation/project/paper/report
	[LMMU2_U09] has an advanced ability to prepare specialist written assignments concerning logistics and mobility issues, using specialist theoretical and methodological approaches, collecting various sources of data, their description and interpretation, the principles of hypothesis formulation and drawing conclusions on the basis of scientific literature and factual data, and can make extensive international comparisons	Demonstrates advanced skills in preparing specialized written papers on logistics and mobility issues in the context of crowdfunding projects, using advanced theoretical and methodological approaches, collecting, describing, and interpreting data from various sources, formulating hypotheses, and drawing conclusions based on academic literature and factual data; is also able to carry out in-depth international comparisons.	[SU2] presentation/project/paper/report
	[LMMU2_W10] knows the terms and principles of protection of industrial property and copyright, and understands the necessity of management of intellectual property resources	Understands the concepts and principles of industrial property protection and copyright law in the context of crowdfunding projects, and recognizes the necessity of managing intellectual property assets consciously in both business and creative activities.	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report
	[LMMU2_U06] can practically apply various forms and range of acquired knowledge in logistics and mobility, supplementing it with an independent critical analysis of its efficiency and usefulness	Is able to apply various forms and scopes of acquired knowledge in logistics and mobility to practice, particularly in the context of crowdfunding projects, complementing it with independent and critical analysis of the effectiveness and usefulness of the applied solutions.	[SU2] presentation/project/paper/report
	[LMMU2_K03] inspires and organises preparation of projects in the field of logistics and mobility, following the idea of sustainable development, reconciling legal, economic, ecological, political and social requirements	Inspires and organizes the development of projects in the field of logistics and mobility in line with the idea of sustainable development, skillfully balancing legal, economic, environmental, political, and social requirements, with particular focus on the specifics of projects implemented through crowdfunding.	[SK2] presentation/project/paper/report
	[LMMU2_W05] has an extended knowledge of the human being as a manufacturer and consumer and extended knowledge of the human being as a creator of culture and social structures	Has extended knowledge of the human being as a producer and consumer within an economy co-shaped by crowdfunding mechanisms, as well as a creator of culture and social structures in the context of communities engaged in crowdfunding projects.	[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		

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