

Subject card

Subject name and code	Crowdfunding Academy , PG_00202525						
Field of study	Economics, International Economic Relations, International Business, Logistics and Mobility						
Date of commencement of studies	October 2025		Academic year of realisation of subject		2026/2027		
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		English		
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		95.0	125
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
	[EKONL3_U10] has the ability to prepare oral presentations, in Polish and in a foreign language, on economic and social issues, using specialist terminology, theoretical approaches, principles of collecting various sources of data, their description and interpretation, and making inferences from scientific literature, and is able to take an active part in a debate	Student has the ability to prepare oral presentations in Polish and a foreign language on issues related to crowdfunding, digital entrepreneurship, and socio-economic topics, using specialist terminology, theoretical approaches, principles of data collection, description and interpretation, and drawing conclusions based on scientific literature; is also able to actively participate in debates.	[SU2] presentation/project/paper/report
	[MSGL3_U13] can prepare presentations and oral speeches on selected specific problems concerning international economic relations (in connection with the chosen speciality within International Economic Relations), using theoretical approaches, specialist terminology, principles of collecting data from various sources, their description and interpretation, and drawing conclusions based on scientific literature	Student has the ability to prepare presentations and oral speeches in Polish and a foreign language concerning crowdfunding, community financing, and digital entrepreneurship, using theoretical approaches, specialist terminology, principles of data collection, description and interpretation, and drawing conclusions based on scientific literature.	[SU2] 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
	[EKONL3_K03] participates in the preparation of economic and social projects, being able to reconcile legal, economic, ecological, political and social requirements	Student participates in the preparation of socio-economic projects related to crowdfunding and digital entrepreneurship, being able to reconcile legal, economic, ecological, political, and social requirements.	[SK2] presentation/project/paper/report
	[MSGL3_W05] knows and understands the basic principles of establishing and developing various forms of entrepreneurship	Student knows and understands the basic principles of creating and developing various forms of entrepreneurship, with particular emphasis on crowdfunding and business models based on community financing.	[SW2] presentation/project/paper/report
	[MSGL3_U14] can interact and work in a team (including an international one), taking various roles within it	Student is able to cooperate and work in a team, including in an international and culturally diverse environment, taking on different roles in the implementation of crowdfunding projects and team-based initiatives.	[SU2] presentation/project/paper/report
	[MSGL3_K03] participates in the preparation of economic and social projects; can reconcile legal, economic, ecological, political and social requirements	Student participates in the preparation of socio-economic projects related to crowdfunding and digital entrepreneurship and is able to reconcile legal, economic, ecological, political, and social requirements in the implementation of projects.	[SK2] presentation/project/paper/report
	[EKONL3_W11] knows the general principles for the creation and development of forms of individual entrepreneurship, using knowledge of economics, finance and management sciences	Student knows the principles of creating and developing forms of individual entrepreneurship using crowdfunding and knowledge in the fields of economics, finance, and management sciences.	[SW2] presentation/project/paper/report

Course outcome	Subject outcome	Method of verification
[EKONL3_U14] is able to set priorities, plan and organize the implementation of individual and team tasks, as well as monitor and evaluate progress in achieving set goals.	Student is able to set priorities, plan and organize the implementation of individual and team tasks related to the preparation and management of crowdfunding campaigns, as well as monitor and evaluate progress toward achieving established goals.	[SU2] presentation/project/paper/report
[EKONL3_W10] knows and understands concepts and principles of industrial property, intellectual property and copyright law	Student knows and understands the concepts and principles of industrial property protection, intellectual property, and copyright law in the context of crowdfunding projects and digital activities.	[SW2] presentation/project/paper/report
[EKONL3_U02] is able to use the knowledge of theory and data to analyse concrete economic and social processes and phenomena and to analyse these phenomena using methods developed in economics, finance and management sciences	Student is able to apply acquired theoretical knowledge and obtain data to analyze processes and phenomena related to crowdfunding, community financing, and digital entrepreneurship, as well as to analyze them using methods applied in economics, finance, and management sciences.	[SU2] presentation/project/paper/report
[MSG3_U09] can communicate in an international and culturally diverse environment, using the terminology of international economic relations (in connection with the chosen speciality within the field of International Economic Relations)	Is able to communicate effectively in an international and culturally diverse environment using terminology and concepts related to crowdfunding, digital fundraising, and international business cooperation.	[SU2] presentation/project/paper/report
[MSG3_W14] knows and understands basic terms and principles of intellectual (industrial) property protection and copyright law	Student knows and understands the basic concepts and principles of intellectual property protection, industrial property, and copyright law in crowdfunding activities and digital projects.	[SW1] oral statement/conversation/discussion [SW2] 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_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_U09] is able to work individually and within teams, also of interdisciplinary character; can plan and organize own tasks and the works of teams	Student is able to work individually and in teams, including interdisciplinary teams; is able to plan and organize individual tasks and team work in the implementation of crowdfunding projects and digital initiatives.	[SU2] 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

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. 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. Adamska, J., & Mrzygłód, U. (2026). Crowdfunding as Digital Philanthropy: The Impact of Altruism, Responsibility, and Community Engagement on Backer Behavior. Journal of Philanthropy, 31(2), e70054.	
	Supplementary literature	b) Cumming, D., & Hornuf, L. (2018). The economics of crowdfunding. Palgrave Macmillan Adamska, J., Mrzygłód, U., & Fornalska, A. (2025). Non-tangible rewards in crowdfunding: exploring motivation and backers preferences. International Review on Public and Nonprofit Marketing, 1-32.	
	eResources addresses		
Example issues/ example questions/ tasks being completed	Success factors of crowdfunding campaigns Development of visual elements for a crowdfunding campaign		
Work placement	Not applicable		

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