University of Gdańsk

Subject card

Subject name and code	Crowdfunding, PG_00200115						
Field of study	International Economic Relations						
Date of commencement of studies	October 2026		Academic year of realisation of subject		2027/2028		
Education level	Master's studies		Subject group		Obligatory subject group in the field of study Optional subject group Subject group related to scientific research in the field of study		
Mode of study	part-time studies		Mode of delivery		at the university		
Year of study	2		Language of instruction		Polish		
Semester of study	4		ECTS credits		2.0		
Learning profile	academic		Assessment form		credit		
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		dr Urszula Mrzygłód				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	12.0	0.0	8.0	0.0	20
	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	20		0.0		30.0	50
Subject objectives	The main aim of the course is to familiarise students with the possibilities of crowdfunding. During the course, specific cases are discussed, attention is focused on those elements of a campaign that offer a higher probability of success.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[MSGMU2_U04] can use the acquired knowledge to formulate and solve complex problems related to the operation of economic entities on the international market, with particular emphasis on the European Union market	Students will be able to identify and analyse the relationship between organisers and recipients of crowdfunding transactions, understand the impact of the economic environment on the type of campaigns reported; the scope of the project work, structure and feedback during consultations	[SU2] presentation/project/paper/ report
	[MSGMU2_W10] has a systematized knowledge of the legal, cultural and financial conditions related to business operations, in particular those of an international nature	The student has an in-depth knowledge of the financial issues involved in running a business, in particular raising funds for new initiatives and projects, both of a commercial and social nature	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
	[MSGMU2_K05] is ready to initiate actions in the public interest, inspire and organise projects for the benefit of the environment and the international business community, in accordance with the idea of sustainable development and the resulting legal, economic, ecological, political and social requirements	The student understands the opportunities that crowdfunding provides for non-traditional, topical and sustainable projects, the needs of local communities	[SK8] observation of student's independent or team work
	[MSGMU2_K07] is ready to observe and develop the principles of professional ethics and corporate social responsibility, takes into account changing social needs, respects the diversity of opinions and cultures, and is professional and loyal towards the employer	The student understands what social needs and the diversity of cultures are and is ready to take them into account in his/her actions.	[SK8] observation of student's independent or team work
	[MSGMU2_W14] has an in-depth knowledge of the human being as an individual making economic decisions, acting in social structures and organisational units, in particular in enterprises operating on the international market	The student understands the opportunities offered by crowdfunding for projects that are unusual, topical and linked to sustainable development, the needs of local communities	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
	[MSGMU2_U06] can identify types of risks related to international operations of enterprises and correctly determine their consequences and methods of mitigation, with a skilful application of theory, using appropriate research method	Students will be able to identify the risks associated with crowdfunding for different categories of participants	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report
	[MSGMU2_U01] can creatively interpret and explain complex and atypical economic phenomena and the relations occurring between them, using the acquired knowledge in economics, finance and international economic relations	Students are able to creatively interpret and explain crowdfunding issues based on financial literacy	[SU2] presentation/project/paper/ report

<table>
<tr><td>Subject contents</td><td>1. Crowdfunding, crowdinvesting, crowdsourcing - introduction, basic concepts, types of crowdfunding, comparison to other forms of funding.

2. Crowdinvesting and crowdfunding: comparative analysis, market development in Poland and worldwide.

3. Crowdfunding campaigns: the structure and stages of a campaign, the goal and recipients of a campaign, the campaign budget. Analysis of crowdfunding campaigns from different markets - examples.

4. Successful and unsuccessful crowdfunding campaigns - how do they differ, what failed? Qualitative and quantitative (statistical) analysis.

5. Crowdfunding—basic regulations, interpretation of key provisions, and identification of their implications for campaign organizers.
6. Crowdfunding campaigns focused on sustainable development and addressing local social needs—interpretation of empirical research findings and identification of the needs of local groups.

In this course, students work on a project involving a crowdfunding campaign—defining the goal, target audience, and budget, and planning promotional activities. The final outcome is the creation of a campaign poster and its presentation.</td></tr>
<tr><td>Prerequisites and co-requisites</td><td>None.</td></tr>
<tr><td>Assessment methods and criteria</td><td>
<table>
<tr><th>Subject passing criteria</th><th>Passing threshold</th><th>Percentage of the final grade</th></tr>
<tr><td>In-class activity</td><td>51.0%</td><td>30.0%</td></tr>
<tr><td>Project</td><td>51.0%</td><td>70.0%</td></tr>
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<tr><td>Recommended reading</td><td>
<table>
<tr><td>Basic literature</td><td>1. Mrzygłód U., Adamska-Mieruszewska J., Skurczyński M., Charakterystyka inicjatyw crowdfundingowych w Polsce na przykładzie wybranych branż sektora kreatywnego, [w:] Crowdfunding w Polsce, red. A. Pluszyńska i A. Szopa, Wydawnictwo Uniwersytetu Jagiellońskiego, Kraków 2018. Also chapters 1-6.</td></tr>
<tr><td>Supplementary literature</td><td>1. Cumming D. J., Johan S.A., Crowdfunding. Fundamental Cases, Facts, and Insights, Elsevier Academic Press, 2020.
2. Shneor R., Zhao L., Flåten B.T., Advances in crowdfunding: research and practice (p. 531), Springer Nature, 2020.
3. Shneor R., Mrzygłód U., Adamska-Mieruszewska J., Fornalska-Skurczyńska A., The role of social trust in reward crowdfunding campaigns design and success, "Electron Markets", 2021, 1-16.
4. Adamska-Mieruszewska J., Mrzygłód U., Suchanek M., Fornalska-Skurczyńska A., Keep it simple. The impact of language on crowdfunding success, "Economics & Sociology", 2021, 14(1), pp. 130-144.</td></tr>
<tr><td>eResources addresses</td><td></td></tr>
</table>
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<tr><td>Example issues/ example questions/ tasks being completed</td><td>Based on the campaign data presented, discuss campaign success factors.</td></tr>
<tr><td>Work placement</td><td>Not applicable</td></tr>
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