

Subject Description Form

Subject Code	COMP4141						
Subject Title	Crowdfunding and E-Finance						
Credit Value	3						
Level	4						
Pre-requisite / Co-requisite / Exclusion	Pre-requisite: Basic concepts of finance and computing						
Objectives	<p>The objectives of this subject are to:</p> <ol style="list-style-type: none"> 1. introduce students the concept and potential of crowdfunding and E-finance; and 2. equip students with up-to-date and fundamental understanding of crowdfunding and e-finance services. 						
Intended Learning Outcomes	<p>Upon completion of the subject, students will be able to:</p> <p><i>Professional/academic knowledge and skills</i></p> <ol style="list-style-type: none"> (a) understand the fundamental concept of crowdfunding and how crowdfunding is emerged outside of the traditional financial system; (b) understand different crowdfunding models and how they can be applied for funding new ventures and startup companies; (c) get familiar with various new e-finance services and the associated technologies; (d) design and develop new crowdfunding and e-finance business solutions to increase the competitive advantage of organisations; and <p><i>Attributes for all-roundedness</i></p> <ol style="list-style-type: none"> (e) acquire critical thinking and problem-solving skills through problem-based tasks. 						
Subject Synopsis/ Indicative Syllabus	<table border="1" style="width: 100%;"> <tr> <td>Topic</td> </tr> <tr> <td>1. Introduction to Crowdfunding & E-Finance</td> </tr> <tr> <td>2. Types of Crowdfunding: Rewards-based, Equity-based, Debt- based, etc.</td> </tr> <tr> <td>3. Crowdfunding Platforms, Campaigns and Applications</td> </tr> <tr> <td>4. Peer-to-Peer (P2P) Computing: P2P Lending, P2P Banking and Other Applications</td> </tr> <tr> <td>5. Crowdfunding, Microfinance & Startups</td> </tr> </table>	Topic	1. Introduction to Crowdfunding & E-Finance	2. Types of Crowdfunding: Rewards-based, Equity-based, Debt- based, etc.	3. Crowdfunding Platforms, Campaigns and Applications	4. Peer-to-Peer (P2P) Computing: P2P Lending, P2P Banking and Other Applications	5. Crowdfunding, Microfinance & Startups
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	6. Beyond Crowdfunding: Crowdsourcing and Monetisation of Crowdsourcing																																																	
	7. E-Trading: Technology, Systems and Algorithmic Trading																																																	
	8. Digital Banking: Online and mobile banking services integrated with innovative digital technologies, e.g. strategic analytics tools, social media interactions, and a focus on user experience																																																	
Teaching/ Learning Methodology	A mix of lectures, discussions and case studies. Class activities include lectures, tutorials, lab exercises, creative works and seminars.																																																	
Assessment Methods in Alignment with Intended Learning Outcomes	<table border="1" data-bbox="384 667 1481 1196"> <thead> <tr> <th rowspan="2">Specific assessment methods/tasks</th> <th rowspan="2">% weighting</th> <th colspan="5">Intended subject learning outcomes to be assessed</th> </tr> <tr> <th>a</th> <th>b</th> <th>c</th> <th>d</th> <th>e</th> </tr> </thead> <tbody> <tr> <td>1. Assignments</td> <td rowspan="3">55%</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> </tr> <tr> <td>2. Project</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> </tr> <tr> <td>3. Quiz</td> <td>✓</td> <td>✓</td> <td>✓</td> <td></td> <td></td> </tr> <tr> <td>4. Examination</td> <td>45%</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> <td></td> </tr> <tr> <td>Total</td> <td>100 %</td> <td colspan="5"></td> </tr> </tbody> </table> <p data-bbox="384 1218 1481 1285">Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:</p> <p data-bbox="384 1323 1481 1576">Continuous assessments consist of a project, assignments, lab exercises, and quizzes, which are designed to facilitate students to achieve intended learning outcomes. Lab exercises are designed to encourage students to acquire good understanding of the relevant knowledge, practice in order to enrich their hands-on experience with various software tools. The project is designed to enhance students' ability to acquire the understanding and using different knowledge, principles, techniques, tools to solve a real problem through team. Quizzes are to ensure the students understand the concepts.</p> <p data-bbox="384 1615 1481 1682">Examination will evaluate student's understanding and application of crowdfunding and e-finance.</p>					Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed					a	b	c	d	e	1. Assignments	55%	✓	✓	✓	✓	✓	2. Project	✓	✓	✓	✓	✓	3. Quiz	✓	✓	✓			4. Examination	45%	✓	✓	✓	✓		Total	100 %					
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**Reading List
and References**

Reference Books:

1. <https://en.wikipedia.org/wiki/Crowdfunding>.
2. Zach Smith and Thomas Alvord, *Funded Today: The Ultimate Guide to Crowdfunding*, Amazon.com, ISBN-13 9781735572819, Feb. 2021
3. Carla Sofia Vicente Negrão and João António Furtado Brito, *Multidisciplinary Approaches to Crowdfunding Platforms*, ISBN13: 9781799832263, Feb. 2021.
4. David M. Freedman and Matthew R. Nutting, *A Brief History of Crowdfunding*, Retrieved Nov. 2015.
5. Kelvin Lawton and Dan Marom, *The Crowdfunding Revolution: How to Raise Venture Capital Using Social Media*, McGraw-Hill, 2013.
6. Steven Dresner, *Crowdfunding: A Guide to Raising Capital on the Internet*, New Jersey-Wiley, 2014.
7. Franklin Allen, James McAndrews and Philip Strahan, *E-Finance: An Introduction*, The Wharton School, University of Pennsylvania, 2001.
8. D.C. Brabham, *Crowdsourcing*, Cambridge, Massachusetts; London, England: The MIT Press, 2013.