



SYLLABUS Academic year 2024-2025

1. Information regarding the program

| | |
|------------------------------------|---------------------------------------|
| 1.1. Higher education institution | Babeş-Bolyai University |
| 1.2. Faculty | Business |
| 1.3. Department | Business Administration |
| 1.4. Field of study | Business Administration |
| 1.5. Study cycle | Master |
| 1.6. Study program / Qualification | International Business Administration |

2. Information regarding the course

| | | | | | | | |
|--------------------------|---|---------------|----|-------------------------|---|---------------------|----------|
| 2.1. Name of the course | Capital risc si crowdfunding / Venture capital and crowdfunding | | | | | | |
| 2.2. Code | IME0061 | | | | | | |
| 2.3. Course coordinator | Prof.dr. Cornelia Pop | | | | | | |
| 2.4. Seminar coordinator | Ionut Babos (associate) | | | | | | |
| 2.5. Year of study | 2 | 2.6. Semester | II | 2.7. Type of evaluation | C | 2.8. Type of course | elective |

3. Timpul total estimat (ore pe semestru al activităților didactice)

| | | | | | |
|---|----|------------------------|---|-------------------------|-------|
| 3.1. Hours per week | 2 | Of which: 3.2. lecture | 1 | 3.3 seminar/laboratory | 1 |
| 3.4. Total hours in the curriculum | 28 | Of which: 3.5. lecture | 4 | 3.6. seminar/laboratory | 14 |
| Time allotment: | | | | | hours |
| Learning using manual, course support, bibliography, course notes | | | | | 14 |
| Additional documentation (in libraries, on electronic platforms, field documentation) | | | | | 14 |
| Preparation for seminars/labs, homework, papers, portfolios and essays | | | | | 14 |
| Tutorship | | | | | 1 |
| Evaluations | | | | | 1 |
| Other activities: | | | | | 3 |
| 3.7. Total individual study hours | | | | | 47 |
| 3.8. Total hours per semester | | | | | 75 |
| 3.9. Number of ECTS credits | | | | | 3 |

4. Prerequisites (if necessary)

| | |
|-------------------|---|
| 4.1. curriculum | - |
| 4.2. competencies | - |

5. Conditions (if necessary)

| | |
|--------------------------------------|--|
| 5.1. for the course | classroom with computer and projector; |
| 5.2. for the seminar /lab activities | classroom with computer and projector; |



6. Specific competencies acquired

| | |
|---------------------------|---|
| Professional competencies | C2. higher ability to substantiate and assess strategies and decision alternatives, as well as their selection and implementation in business administration at international level/ within multinational corporations C5. Advanced communication within various professional environments in order to take action effectively in multiple social and cultural contexts (multinational corporations) |
| Transversal competencies | CT1. Promoting the principles, norms and values of professional ethics in conditions of professional autonomy and independence. CT3. Using the opportunities offered by life-long learning for continuous adaptation to changes in the business environment. |

7. Objectives of the course (outcome of the acquired competencies)

| | |
|---------------------------------------|---|
| 7.1. General objective of the course | To present the importance of the alternative forms of financing the start-ups and the growing economic entities in the current context of globalization |
| 7.2. Specific objective of the course | Providing an integrated perspective on alternative forms of financing sources, their strengths and weaknesses. |

8. Content

| 8.1. Course | | Teaching method | Remarks |
|-------------|---|--|---------|
| 1 | Finantari traditionale vs finantari alternative Traditional financial sources vs alternative financial sources | expunere interactivă, multimedia | |
| 2 | Crowdfunding si diverse tipuri de crowdfunding Crowdfunding and types of crowdfunding | expunere interactivă, multimedia | |
| 3 | Equity crowdfunding si debt crowdfunding Equity crowdfunding and debt crowdfunding | expunere interactivă, multimedia | |
| 4 | Finantatorii de tip inger (inger) Angel financing | expunere interactivă, multimedia | |
| 5 | Capital risc vs finantatorii de tip inger Venture capital vs angel financing | expunere interactivă, multimedia | |
| 6 | Capitalul ris si caracteristicile sale Venture capital and characteristics | expunere interactivă, multimedia | |
| 7 | Strategii de iesire Exit strategies | expunere interactivă, multimedia | |
| Bibliografy | | <ul style="list-style-type: none"> Ryu, S., & Kim, Y.-G. (2018). Money Is Not Everything: A Typology of Crowdfunding Project Creators. <i>The Journal of Strategic Information Systems</i>, 27(4), 350-368 Shneor, R., Zhao, L., Flaeten, B-T. (eds.), 2020, Advances in | |



| | <p>crowdfunding: research and practice, Palgrave MacMillan, Switzerland</p> <ul style="list-style-type: none"> Shneor, R., & Vik, A. A. (2020). Crowdfunding Success: A Systematic Literature Review 2010-2017. <i>Baltic Journal of Management</i>, 15(2), 149-182. Ziegler, T., Shneor, R., Wenzlaff, K., et al. (2020). <i>The Global Alternative Finance Benchmarking Report</i>. Cambridge, UK: Cambridge Centre for Alternative Finance. | | |
|--------------|---|---|---------|
| 8.2. Seminar | | Teaching method | Remarks |
| 1 | Finantari traditionale vs finantari alternative Traditional financial sources vs alternative financial sources | Exemplificare, discuții (examples, discussions) | |
| 2 | Crowdfunding si diverse tipuri de crowdfunding Crowdfunding and types of crowdfunding | Exemplificare, discuții (examples, discussions) | |
| 3 | Equity crowdfunding si debt crowdfunding Equity crowdfunding and debt crowdfunding | Exemplificare, discuții (examples, discussions) | |
| 4 | Finantatorii de tip angel (inger) Angel financing | Exemplificare, discuții (examples, discussions) | |
| 5 | Capital risc vs finantatorii de tip inger Venture capital vs angel financing | Exemplificare, discuții (examples, discussions) | |
| 6 | Capitalul ris si caracteristicile sale Venture capital and characterists | Exemplificare, discuții (examples, discussions) | |
| 7 | Strategii de iesire Exit strategies | Exemplificare, discuții (examples, discussions) | |
| Bibliografy | <ul style="list-style-type: none"> Ryu, S., & Kim, Y.-G. (2018). Money Is Not Everything: A Typology of Crowdfunding Project Creators. <i>The Journal of Strategic Information Systems</i>, 27(4), 350-368 Shneor, R., Zhao, L., Flaeten, B-T. (eds.), 2020, Advances in crowdfunding: research and practice, Palgrave MacMillan, Switzerland Shneor, R., & Vik, A. A. (2020). Crowdfunding Success: A Systematic Literature Review 2010-2017. <i>Baltic Journal of Management</i>, 15(2), 149-182. Ziegler, T., Shneor, R., Wenzlaff, K., et al. (2020). <i>The Global Alternative Finance Benchmarking Report</i>. Cambridge, UK: Cambridge Centre for Alternative Finance. | | |

9. Corroborating the content of the course with the expectations of the epistemic community, professional associations and representative employers within the field of the program

Alternative forms of financing a business are constantly developing. It is necessary to know and understand the phenomena related to alternative sources of financing and the risks associated with them, because both at company and personal level they have become elements of daily life.



10. Evaluation

- The same evaluation criteria hold for all exams sessions;
- In order to be able to cumulate the points obtained during the semester, it is mandatory to obtain minimum 5 (five) in the final exam.

| Type of activity | 10.1 Evaluation criteria | 10.2 Evaluation method | 10.3 Weight in the final grade |
|--|---|-----------------------------|--------------------------------|
| 10.4. Course | Nivelul cunoștințelor acumulate Coerența logică Capacitatea de a înțelege și aplica cunoștințele Prezența la min 70% din cursuri | Examen scris (written exam) | 50% |
| 10.5. Seminar/lab activities | Capacitatea de a aplica noțiunile predate Creativitate în găsirea, selectarea și prelucrarea informațiilor disponibile | Proiect (project) | 40% |
| | Capacitatea de a aplica noțiunile predate | 3 Eseuri (2 essays) | 10% |
| Notă: modul de examinare se menține și pentru examenele din sesiunile de restanțe Note: the same examination requirements will be apply for the repeating exam(s) | | | |
| 10.6. Standard minim de performanță | | | |
| <ul style="list-style-type: none">• cunoașterea noțiunilor fundamentale și aplicarea acestora pe exemple;• interpretarea economică a rezultatelor obținute.• Elaborarea și prezentarea proiectului | | | |

Data completării

10.04.2024

Semnătura titularului de curs

Prof.dr. Cornelia POP

Semnătura titularului de seminar

Ionut Babos

Data avizării în departament

17.04.2024

Semnătura directorului de departament

Prof.dr. Ioan Cristian CHIFU