



SYLLABUS
Venture Capital and Crowdfunding
Academic year

1. Information regarding the program

1.1. Higher education institution	Universitatea Babeș Bolyai
1.2. Faculty	Business
1.3. Department	Business
1.4. Field of study	Business Administration
1.5. Study cycle	Master
1.6. Study programme/Qualification	International Business Administration/Master degree
1.7. Form of education	Full time

2. Information regarding the discipline

2.1. Name of the discipline		Venture Capital and Crowdfunding				Discipline code		IME0061			
2.2. Course coordinator			Associate								
2.3. Seminar coordinator			Associate								
2.4. Year of study		2	2.5. Semester		3	2.6. Type of evaluation		C	2.7. Discipline regime		elective

3. Total estimated time (hours/semester of didactic activities)

3.1. Hours per week	2	of which: 3.2 course	1	3.3 seminar/laboratory	1
3.4. Total hours in the curriculum	28	of which: 3.5 course	14	3.6 seminar/laborator	14
Time allotment for individual study (ID) and self-study activities (SA)					hours
Learning using manual, course support, bibliography, course notes (SA)					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;



6.1. Specific competencies acquired

Professional/essential 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.

6.2. Learning outcomes

Knowledge	The student has complex knowledge of accounting, processing, and analysis of economic and financial information required for an effective organization and management of units
Skills	The graduate has the necessary skills to ethically use methods and techniques specific to the financial-accounting management of an enterprise as a whole.
Responsibility and autonomy:	The graduate is able to perform complex professional tasks, under conditions of autonomy and professional independence.



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

7.1 General objective of the discipline	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 discipline	Providing an integrated perspective on alternative forms of financing sources, their strengths and weaknesses.

8. Content

8.1 Course	Teaching methods	Remarks
Finantari traditionale vs finantari alternative Traditional financial sources vs alternative financial sources	interactive discussion	
Crowdfunding si diverse tipuri de crowdfunding Crowdfunding and types of crowdfunding	interactive discussion	
Equity crowdfunding si debt crowdfunding Equity crowdfunding and debt crowdfunding	interactive discussion	
Finantatorii de tip angel (inger) Angel financing	interactive discussion	
Capital risc vs finantatorii de tip inger Venture capital vs angel financing	interactive discussion	
Capitalul ris si caracteristicile sale Venture capital and characterists	interactive discussion	
Strategii de iesire Exit strategies	interactive discussion	
Bibliography: <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. 		
8.2 Seminar / laboratory	Metode de predare	Observatii
Finantari traditionale vs finantari alternative Traditional financial sources vs alternative financial sources	Exemplificare, discuții (examples, discussions)	
Crowdfunding si diverse tipuri de crowdfunding Crowdfunding and types of crowdfunding	Exemplificare, discuții (examples, discussions)	
Equity crowdfunding si debt crowdfunding Equity crowdfunding and debt crowdfunding	Exemplificare, discuții (examples, discussions)	
Finantatorii de tip angel (inger) Angel financing	Exemplificare, discuții (examples, discussions)	
Capital risc vs finantatorii de tip inger Venture capital vs angel financing	Exemplificare, discuții (examples, discussions)	
Capitalul ris si caracteristicile sale Venture capital and characterists	Exemplificare, discuții (examples, discussions)	
Strategii de iesire Exit strategies	Exemplificare, discuții (examples, discussions)	



Bibliography:

- Ryu, S., & Kim, Y.-G. (2018). Money Is Not Everything: A Typology of Crowdfunding Project Creators. *The Journal of Strategic Information Systems*, 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. *Baltic Journal of Management*, 15(2), 149–182.
- Ziegler, T., Shneor, R., Wenzlaff, K., et al. (2020). *The Global Alternative Finance Benchmarking Report*. Cambridge, UK: Cambridge Centre for Alternative Finance.

9. Corroborating the content of the discipline 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 are maintained for all exams sessions. The components of the evaluation process carried out during the semester cannot be recovered/redone in the examination sessions.
- To be able to accumulate the points obtained during the semester, it is mandatory to obtain a minimum of 5 (five) in the final exam (written/oral).

Activity type	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Percentage of 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 during the final week of the semester)	50%
10.5 Seminar/laboratory	Capacitatea de a aplica noțiunile predate Creativitate în găsirea, selectarea și prelucrarea informațiilor disponibile	Proiect (project during the semester)	40%
	Capacitatea de a aplica noțiunile predate	2 Eseuri (2 essays during the semester)	10%
10.6 Minimum standard of performance			
<ul style="list-style-type: none">• cunoașterea noțiunilor fundamentale și aplicarea acestora pe exemple;• interpretarea economică a rezultatelor obținute.• elaborarea și prezentarea proiectului			



11. Labels ODD (Sustainable Development Goals)¹

	General label for Sustainable Development							
								
								

Date:
08.04.2025

Signature of course coordinator
Cadru didactic asociat

Signature of seminar coordinator
Cadru didactic asociat

Date of approval:
10.04.2025

Signature of the head of department
Ioan Cristian CHIFU

¹ Keep only the labels that, according to the [Procedure for applying ODD labels in the academic process](#), suit the discipline and delete the others, including the general one for *Sustainable Development* – if not applicable. If no label describes the discipline, delete them all and write „Not applicable.”.