UNIVERSITATEA BABEȘ-BOLYAI
BABEȘ-BOLYAI TUDOMÁNYEGYETEM
BABEȘ-BOLYAI UNIVERSITÄT
BABEȘ-BOLYAI UNIVERSITY
TRADITIO ET EXCELLENTIA

FACULTATEA DE BUSINESS IN PARTNERSHIP

COURSE DESCRIPTION
Venture capital & crowdfunding
Academic year 2026-2027

1. Programme-related data

1.1. Higher Education Institution	Babeș-Bolyai University
1.2. Faculty	Business
1.3. Department	Business
1.4. Field	Business Administration
1.5. Level of study	Master
1.6. Degree programme / Qualification	International Business Administration/Master
1.7. Form of education	Full time

2. Information regarding the discipline

2.1. Name of the discipline	Venture capital & crowdfunding				Codul disciplinei	IME0061
2.2. Course coordinator		Prof. Cornelia POP, PhD				
2.3. Seminar coordinator		Ec. Ionut BABOȘ, associate				
2.4. Year of study	2	2.5. Semester	1	2.6. Type of assessment	Progress check	
2.7. Course status	Optional			2.8. Course type	Specialisation subject	

3. Total estimated time (hours per semester of teaching activities)

3.1. Number of hours per week	2	of which: 3.2. course	1	3.3. seminar/ laboratory/ project	1
3.4. Total of hours in the curriculum	28	of which: 3.5. course	14	3.6. seminar/ laboratory	14
Time allocation for individual study (IS) and self-taught activities (ST)					**hours**
Learning from textbooks, course materials, bibliography, and notes (IS)					14
Additional research in the library, on subject-specific electronic platforms, and on-site					14
Preparing seminars/ laboratories/ projects, assignments, reports, portfolios, and essays					14
Tutoring (professional guidance)					2
Examinations					2
Other activities					8
3.7. Total hours of individual study (IS) and self-taught activities (ST)			**54**		
3.8. Total hours per semester			**75**		
3.9. Number of credits			**3**		

4. Prerequisites (where applicable)

4.1. curriculum-related	
4.2 skills-related	

5. Specific conditions (where applicable)

5.1. course-related	Classroom with computer and projector
5.2. seminar/laboratory-related	Classroom with computer and projector

6.1. Competencies resulting from the completion of the degree programme

Professional competencies	
Competency code	**Competency**
PC2	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
PC5	Advanced communication within various professional environments in order to take action effectively in multiple social and cultural contexts (multinational corporations)
Transversal competencies	
Competency code	**Competency**
TC1	Accomplishment of professional tasks in an autonomous and responsible manner, in compliance with business ethics.
TC3	Making effective use of life-long learning opportunities to ensure an ongoing adaptation to changes arising in a business environment

6.2. Learning outcomes relevant to the degree programme

Learning outcomes targeted by the subject		
Competency code	**Knowledge and comprehension**	**Specific academic skills**
PC2 PC5 TC1 TC3	The graduate has complex knowledge of accounting, processing, and analysis of economic and financial information required for an effective organisation and management of units.	The graduate has the necessary skills to ethically use methods and techniques specific to the financial and accounting management of an enterprise as a whole

7. Subject-specific learning outcomes

Knowledge and understanding
1. The graduate extracts, combines and analyzes various types of information regarding the company's evolution and formulates proposals for projects, strategies and future development
2. The graduate evaluates and adapts rapidly the priorities, responding to the frequently changes and circumstances.
Specific academic skills
1. The graduate applies the company's policy and make proposals for improvement to the company
2. The graduate evaluates and adapts continuously the tasks and responds to those needing an increased level of attention

8. Contents

8.1. Course	Teaching and learning methods	Remarks
Traditional financial sources vs alternative financial sources	interactive discussion	
Crowdfunding and types of crowdfunding	interactive discussion	
Equity crowdfunding and debt crowdfunding	interactive discussion	
Angel financing	interactive discussion	
Venture capital vs angel financing	interactive discussion	
Venture capital and characteristics.	interactive discussion	
Exit strategies.	interactive discussion	

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.

8.2. Seminar/ laboratory	Teaching and learning methods	Remarks
Traditional financial sources vs alternative financial sources	examples, discussions	
Crowdfunding and types of crowdfunding	examples, discussions	
Equity crowdfunding and debt crowdfunding	examples, discussions	
Angel financing	examples, discussions	
Venture capital vs angel financing	examples, discussions	
Venture capital and characteristics.	examples, discussions	
Exit strategies.	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
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9. 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).**

Type of activity	9.1 Evaluation criteria	9.2 Evaluation methods	9.3 Percentage in the final grade
9.4. Course	The level of accumulated knowledge	Project (project elaborated during the semester and presented during the exam session)	50%
	Coherence and logic. The capacity to understand and apply the knowledge.		
9.5. Seminar/ laboratory	The capacity to apply the acquired knowledge	2 essays during the semester	50%
	Creativity in finding, selecting in processing the available information		
9.6 Minimum standard for passing			
Knowledge of the fundamental concepts and their applicate examples The economic interpretation of the results			

10. SDG labels (Sustainable Development Goals)

	○	Sustainable Development Generic Label						
1 FĂRĂ SĂRĂCIE	2 FOAMETE „ZERO”	3 SĂNĂTATE ȘI BUNĂSTARE	4 EDUCAȚIE DE CALITATE	5 EGALITATE DE GEN	6 APĂ CURATĂ ȘI SANITAȚIE	7 ENERGIE CURATĂ ȘI LA PREȚURI ACCESIBILE	8 MUNCĂ DECENTĂ ȘI CREȘTERE ECONOMICĂ	9 INDUSTRIE, INOVAȚIE ȘI INFRASTRUCTURĂ
○	○	○	●	○	○	○	●	
10 INEGALITĂȚI REDUSE	11 ORAȘE ȘI COMUNITĂȚI DURABILE	12 CONSUM ȘI PRODUCȚIE RESPONSABILE	13 ACȚIUNE CLIMATICĂ	14 VIAȚA ACVATICĂ	15 VIAȚA TERESTRĂ	16 PACE, JUSTIȚIE ȘI INSTITUȚII EFICIENTE	17 PARTENERIATE PENTRU REALIZAREA OBIECTIVELOR	Nu se aplică nici o etichetă
○	○	●	○	○	○	○	●	○

Date of entry:	Signature of course coordinator	Signature of seminar coordinator
22.05.2026	Prof. Cornelia POP, PhD	Ec. Ionut BABOȘ

Date of approval in the department:	Signature of the head of department
27.05.2026	Prof. Ioan Cristian CHIFU, PhD