

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> <ul style="list-style-type: none"> • introduce students the concept and potential of crowdfunding and E-finance; and • 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> <p>(a) understand the concept and challenge of crowdfunding and how crowdfunding is emerged outside of the traditional financial system;</p> <p>(b) understand different crowdfunding models and how they can be applied for funding new ventures and startup companies;</p> <p>(c) familiar with various new e-finance services and the associated technologies; and</p> <p>(d) design and develop new crowdfunding and e-finance business solutions to increase the competitive advantage of organizations.</p> <p><i>Attributes for all-roundedness</i></p> <p>(e) acquire critical thinking and problem solving skills through problem based tasks.</p>					
Subject Synopsis/ Indicative Syllabus	<table border="1" style="width: 100%;"> <tr> <td style="text-align: center;">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> </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
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	5. Crowdfunding, Microfinance & Startups																																																	
	6. Beyond Crowdfunding: Crowdsourcing and Monetization 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="368 680 1461 1211"> <thead> <tr> <th data-bbox="368 680 703 860" rowspan="2">Specific assessment methods/tasks</th> <th data-bbox="703 680 890 860" rowspan="2">% weighting</th> <th colspan="5" data-bbox="890 680 1461 786">Intended subject learning outcomes to be assessed (Please tick as appropriate)</th> </tr> <tr> <th data-bbox="890 786 1007 860">a</th> <th data-bbox="1007 786 1123 860">b</th> <th data-bbox="1123 786 1240 860">c</th> <th data-bbox="1240 786 1356 860">d</th> <th data-bbox="1356 786 1461 860">e</th> </tr> </thead> <tbody> <tr> <td data-bbox="368 860 703 931">1. Assignments</td> <td data-bbox="703 860 890 931" rowspan="3"></td> <td data-bbox="890 860 1007 931">✓</td> <td data-bbox="1007 860 1123 931">✓</td> <td data-bbox="1123 860 1240 931">✓</td> <td data-bbox="1240 860 1356 931">✓</td> <td data-bbox="1356 860 1461 931">✓</td> </tr> <tr> <td data-bbox="368 931 703 1003">2. Project</td> <td data-bbox="890 931 1007 1003">✓</td> <td data-bbox="1007 931 1123 1003">✓</td> <td data-bbox="1123 931 1240 1003">✓</td> <td data-bbox="1240 931 1356 1003">✓</td> <td data-bbox="1356 931 1461 1003">✓</td> </tr> <tr> <td data-bbox="368 1003 703 1075">3. Quiz</td> <td data-bbox="890 1003 1007 1075">✓</td> <td data-bbox="1007 1003 1123 1075">✓</td> <td data-bbox="1123 1003 1240 1075">✓</td> <td data-bbox="1240 1003 1356 1075"></td> <td data-bbox="1356 1003 1461 1075"></td> </tr> <tr> <td data-bbox="368 1075 703 1146">4. Examination</td> <td data-bbox="703 1075 890 1146">45%</td> <td data-bbox="890 1075 1007 1146">✓</td> <td data-bbox="1007 1075 1123 1146">✓</td> <td data-bbox="1123 1075 1240 1146">✓</td> <td data-bbox="1240 1075 1356 1146">✓</td> <td data-bbox="1356 1075 1461 1146"></td> </tr> <tr> <td data-bbox="368 1146 703 1218">Total</td> <td data-bbox="703 1146 890 1218">100 %</td> <td colspan="5" data-bbox="890 1146 1461 1218"></td> </tr> </tbody> </table> <p data-bbox="368 1234 1461 1305">Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:</p> <p data-bbox="368 1341 1461 1637">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="368 1673 1461 1744">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 (Please tick as appropriate)					a	b	c	d	e	1. Assignments		✓	✓	✓	✓	✓	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. David M. Freedman and Matthew R. Nutting, *A Brief History of Crowdfunding*, Retrieved Nov. 2015.
3. Kelvin Lawton and Dan Marom, *The Crowdfunding Revolution: How to Raise Venture Capital Using Social Media*, McGraw-Hill, 2013.
4. Steven Dresner, *Crowdfunding: A Guide to Raising Capital on the Internet*, New Jersey-Wiley, 2014.
5. Franklin Allen, James McAndrews and Philip Strahan, *E-Finance: An Introduction*, The Wharton School, University of Pennsylvania, 2001.
6. D.C. Brabham, *Crowdsourcing*, Cambridge, Massachusetts; London, England: The MIT Press, 2013.