



**Syllabus of the educational discipline**  
**«Fundraising and crowdfunding»**

<b>Specialty</b>	073 Management
<b>Study programme</b>	Creative industries management
<b>Study cycle (Bachelor, Master, PhD)</b>	First (bachelor)
<b>Course status</b>	Elective
<b>Language</b>	English
<b>Term</b>	3 course 5 semester, 3 course 6 semester, 4 course 7 semester
<b>ECTS credits</b>	5
<b>Workload</b>	Lectures – 24 hours. Practical studies (seminars) – 0 hours. Laboratory studies – 24 hours. Independent training – 102 hours.
<b>Assessment system</b>	Grading with Exam
<b>Department</b>	Department of Management, Business and Administration room 210 of the main building phone: (057) 702 01 46 (add. 2-96) website: <a href="https://www.kmib.hneu.edu.ua">https://www.kmib.hneu.edu.ua</a>
<b>Teaching staff</b>	Pererva Ivanna Mykolayivna, PhD (Economic Sciences), Associate Professor Kanova Oleksandra Andriyivna, PhD (Economic Sciences), Associate Professor
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<b>Course schedule</b>	Lectures: <a href="#">due to timetable</a> Practicals: <a href="#">due to timetable</a>
<b>Consultations</b>	At the Department of Management, Business and Administration, off-line; due to timetable of consultations, personal
<b>The purpose of the discipline is the formation of students' system of knowledge on the theory and practice of the process of attracting resources for the implementation of projects.</b>	
<b>Structural and logical scheme of the course</b>	
<b>Prerequisites</b>	<b>Postrequisites</b>
<b>Content of the educational discipline</b>	
<b>Content module 1 Theoretical foundations of fundraising and crowdfunding</b>	
<b>Theme 1. The essence, principles and basic concepts of fundraising and crowdfunding.</b>	
<b>Theme 2. Fundraising and crowdfunding activities and forms of their support.</b>	
<b>Theme 3. Funds and grants.</b>	
<b>Content module 2 Practical aspects of fundraising activities</b>	
<b>Theme 4. Planning of fundraising activity.</b>	
<b>Theme 5. Strategy selection and appeal.</b>	
<b>Theme 6. Budget and fundraising results.</b>	
<b>Theme 7. Basic methods of fundraiser work.</b>	
<b>Material and technical support (software) of the discipline</b>	



*Multimedia projector, S. Kuznets PNS, Corporate Zoom*

**Assessment system**

Assessment of students' learning outcomes is carried out by the University according to the cumulative 100-point system.

Current control is carried out during lectures and practical (seminar) classes and aims to assess the level of students' readiness to perform particular tasks, and is assessed by the amount of scored points.

The maximum amount during the semester – 60 points; the minimum amount required is 35 points. Final control is carried out at the end of the semester in the form of an exam (the maximum amount is 40 points, the minimum amount required is 25 points).

Current control includes the following assessment methods: assignments on a particular topic; testing; presentations, and essay writing.

*More detailed information on assessment and grading system is given in the technological card of the course.*

**Course policies**

Teaching of the academic discipline is based on the principles of academic integrity.

Violation of academic integrity includes academic plagiarism, fabrication, falsification, cheating, deception, bribery, and biased assessment.

Students may be brought to the following academic responsibility for breach of academic integrity: repeated assessment of the corresponding type of learning activity.

*More detailed information about competencies, learning outcomes, teaching methods, assessment forms, self-study is given in the Course program*