



Masterclass: CROWDFUNDING

INTRODUCTION

This course explores crowdfunding concepts in various context. It includes the basics of crowdfunding, who should consider crowd funding, what business model is suitable for crowdfunding through encouraging creativity and developing appropriate research, communication and skills and applying the knowledge to a wide range of situations.

COURSE LEARNING OUTCOMES (CLO)

- Evaluate the concepts of crowdfunding in raising fund.
- Examine various crowdfunding models that can be used for funding new ventures and startup companies.
- Develop new crowdfunding business plan.

WHO CAN ATTEND THIS MASTERCLASS?

This is open to all undergraduate students.

CERTIFICATION

Certificate of Completion in Masterclass Crowdfunding.

COURSE OUTLINE

1. Introduction to Crowdfunding
2. Current Market Dynamics and Growth of Crowdfunding Industry
3. Understanding Your Investor Options
4. Managing and Marketing Your Crowdfunds
5. Communicating with Your Investors
6. Crowdfunding Laws
7. Setting Up A Funding Portal

