

DESCRIPTION OF ELECTIVE COURSE

Name of the school : Haute école de gestion de Genève	Academic Year: 2020-2021
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FIRST PART: DESCRIPTION OF MODULE	
1. Domain	Business and Services
2. Department	International Business Management
3. Minor name	Crowdfunding, ICO's and the new Crypto world
4. Code	31018
5. Type of education	<input checked="" type="checkbox"/> Bachelor <input type="checkbox"/> Master <input type="checkbox"/> MAS <input type="checkbox"/> <input type="checkbox"/> DAS / CAS / single days
6. Number of ECTS Credits	6
7. Prerequisites	<input checked="" type="checkbox"/> Validation of the modules in semesters 1 and 2 <input checked="" type="checkbox"/> Attendance of the modules in semesters 3 and 4 for full-time students, and semesters 5 and 6 for part-time students <input type="checkbox"/>
8. Teaching language	<input type="checkbox"/> French <input type="checkbox"/> German <input checked="" type="checkbox"/> English <input type="checkbox"/> Other :
9. Objectives	<p>For many years fund raising and direct investing was only accessible to a happy few. Now, mainly thanks to technology, things are changing and evolving very fast.</p> <p>Crowdfunding, ICO, STO and Cryptos offer, all with their own specificities, a new way for all to invest in private companies and participate in their growth from an early stage. And for entrepreneurs a whole new innovative way to access capital, raise funds, awareness and broaden their stakeholders.</p> <p>The objective of this course is to provide you with a clear understanding of what these new tools are, to differentiate them, be able to select the most appropriate(s).</p> <p>It will give you the knowledge and confidence to use and select any of these to invest as well as raise funds depending on your will of the moment.</p>

<p>10. Contents <i>(General themes and descriptions, the accurate content may change)</i></p>	<p>The course will cover:</p> <p>Crowdfunding</p> <ul style="list-style-type: none"> • Definition, Presentation • Different types of crowdfunding • Use cases and examples <p>ICO, Initial Coin Offering, STO, Security Token Offering</p> <ul style="list-style-type: none"> • Definition, Presentation • Different types of token issuance • Use cases and examples • Questions raised could ICO's be the new IPO's ? <p>Crypto Asset - Tokenisation</p> <ul style="list-style-type: none"> • Definition, Presentation • Different types of crypto assets; currencies; part ownership... • Use cases and examples <p>Is it a new type of asset or the evolution of all current assets including money?</p>
<p>11. Evaluation</p>	<p>The grading of the module shall be based on:</p> <ul style="list-style-type: none"> • A written exam during the semester • Group assignment during the semester, with a case study and/or proposals and presentation of a project. <p>(The methods and weightings will be communicated by the instructor at the beginning of the semester)</p>
<p>12. Remediation/repetition</p>	<p><input checked="" type="checkbox"/> Compulsory remediation if the module grade is between 3.5 and 3.9 / 6. When subject to a remediation, only the grade of the remedial exam will be taken into account (maximum grade 4.0). A repeated module cannot benefit from a remedial exam.</p> <p><input type="checkbox"/> No remediation</p>
<p>13. Coordinator / main instructor</p>	<p>David Croisier</p>

SECOND PART: LOCATION OF THE MODULE IN THE STUDY PLAN	
14. Level	<input type="checkbox"/> Basic module <input type="checkbox"/> Advanced module <input checked="" type="checkbox"/> Specialized module <input type="checkbox"/> Other:
15. Characteristics	<input checked="" type="checkbox"/> Module is mandatory (which could lead to final dismissal from the program, cf. art.15, al.1, « Statut des étudiant-e-s bachelor »)
16. Type	<input checked="" type="checkbox"/> Main module <input type="checkbox"/> Module linked to main module <input type="checkbox"/> Optional module <input type="checkbox"/> Other:
17. Time organization	<input checked="" type="checkbox"/> Module over 1 semester <input type="checkbox"/> Module over 2 semesters <input type="checkbox"/> Spring semester <input checked="" type="checkbox"/> Fall semester <input type="checkbox"/> Other