

## DESCRIPTION OF ELECTIVE COURSE

<b>Name of the school :</b> Haute école de gestion de Genève	<b>Academic Year:</b> 2021-2022
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FIRST PART: DESCRIPTION OF MODULE	
<b>1. Domain</b>	Business and Services
<b>2. Department</b>	International Business Management
<b>3. Course name</b>	<b>Crowdfunding, ICO's and the new Crypto world</b>
<b>4. Code</b>	31035
<b>5. Type of education</b>	<input checked="" type="checkbox"/> Bachelor <input type="checkbox"/> Master <input type="checkbox"/> MAS <input type="checkbox"/> <input type="checkbox"/> DAS / CAS / single days
<b>6. Number of ECTS Credits</b>	<b>5</b>
<b>7. Prerequisites</b>	<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"/> .....
<b>8. Teaching language</b>	<input type="checkbox"/> French <input type="checkbox"/> German <input checked="" type="checkbox"/> English <input type="checkbox"/> Other : .....
<b>9. Objectives</b>	<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><b>10. Contents</b> <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"> <li>• Definition, Presentation</li> <li>• Different types of crowdfunding</li> <li>• Use cases and examples</li> </ul> <p>ICO, Initial Coin Offering, STO, Security Token Offering</p> <ul style="list-style-type: none"> <li>• Definition, Presentation</li> <li>• Different types of token issuance</li> <li>• Use cases and examples</li> <li>• Questions raised could ICO's be the new IPO's ?</li> </ul> <p>Crypto Asset - Tokenisation</p> <ul style="list-style-type: none"> <li>• Definition, Presentation</li> <li>• Different types of crypto assets; currencies; part ownership...</li> <li>• Use cases and examples</li> </ul> <p>Is it a new type of asset or the evolution of all current assets including money?</p>
<p><b>11. Evaluation</b></p>	<p>The grading of the module shall be based on:</p> <ul style="list-style-type: none"> <li>• A written exam during the semester</li> <li>• Group assignment during the semester, with a case study and/or proposals and presentation of a project.</li> </ul> <p>(The methods and weightings will be communicated by the instructor at the beginning of the semester)</p>
<p><b>12. Remediation/repetition</b></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><b>13. Coordinator / main instructor</b></p>	<p>David Croisier</p>

SECOND PART: LOCATION OF THE MODULE IN THE STUDY PLAN	
<b>14. Level</b>	<input type="checkbox"/> Basic module <input type="checkbox"/> Advanced module <input checked="" type="checkbox"/> Specialized module <input type="checkbox"/> Other: .....
<b>15. Characteristics</b>	<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 »)
<b>16. Type</b>	<input checked="" type="checkbox"/> Main module <input type="checkbox"/> Module linked to main module <input type="checkbox"/> Optional module <input type="checkbox"/> Other: .....
<b>17. Time organization</b>	<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