

H9CDMKT: Crowd Markets

Module Code:	H9CDMKT
Long Title	Crowd Markets APPROVED
Title	Crowd Markets
Module Level:	LEVEL 9
EQF Level:	7
EHEA Level:	Second Cycle
Credits:	5
Module Coordinator:	Simon Caton
Module Author:	Victor Del Rosal
Departments:	School of Computing
Specifications of the qualifications and experience required of staff	
Learning Outcomes	
<i>On successful completion of this module the learner will be able to:</i>	
#	Learning Outcome Description
LO1	Investigate and critically evaluate the proponents of online, social, and P2P (capital) markets
LO2	Contextualise, research and utilise the application of crowd platforms to the FinTech domain
LO3	Critically review research, research methodologies, and industry best practices for the application of crowd platforms.
LO4	Review regulatory issues and requirements of crowd platforms for the FinTech domain.
Dependencies	
Module Recommendations	
No recommendations listed	
Co-requisite Modules	
No Co-requisite modules listed	
Entry requirements	

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Module Content & Assessment			
Indicative Content			
Introduction • History and emergence of online capital markets • P2P and social lending • Types of Crowd Platforms (e.g.: Crowd-Sourcing, Crowd-Funding, Crowd-*, Prediction Markets) • Existing platforms (e.g. eToro, PeerLending, LendingWorks, KickStarter, etc.)			
Theoretical Foundations • Modus Operandi • Types of Investors: Banks, Individuals, Institutions • Defining Performance • Capital Gains and Losses • Mitigating Risk and Maximising Opportunity • Regulation and Taxation Issues • Fundamental Challenges			
Market Models and Components • Market Models, Types and Systems • Market Engineering • Credit Modelling • Matchmaking, Clearing, and Payments • Risk and Risk-based Pricing • Monetary Products, Transactions, and Loan Types • Banking as a Service • Partnerships, Brokers, and Intermediaries • Penalties and Enforcement • Architecting Trustful Exchanges			
Analytics • Key Measures of Success • Predictive, Statistical, and Econometric Models • Applied Network Analysis • Leveraging alternative Sources of Data (e.g. blogs, social media)			
Assessment Breakdown			%
Coursework			60.00%
End of Module Assessment			40.00%
Assessments			
Full Time			
Coursework			
Assessment Type:	Continuous Assessment	% of total:	20
Assessment Date:	n/a	Outcome addressed:	1,4
Non-Marked:	No		
Assessment Description: A short survey paper surmising and evaluating key aspects, platforms and/or stakeholders within the domain and with respect to regulatory issues. The CA is also used to inform and situate the learner's term paper.			
Assessment Type:	Project	% of total:	40
Assessment Date:	n/a	Outcome addressed:	2,3
Non-Marked:	No		
Assessment Description: A term paper. Learners will investigate a scenario or series of scenarios, disentangle their core aspects, assess key methodologies, and critically appraise the core fundamental aspects of their chosen scenario. This may either be exercised as a series of case studies, analytical evaluation of or a combination of both for one or more relevant platforms.			
End of Module Assessment			
Assessment Type:	Terminal Exam	% of total:	40
Assessment Date:	End-of-Semester	Outcome addressed:	1,2
Non-Marked:	No		
Assessment Description: The examination will be a minimum of two hours in duration and may include a mix of: short answer questions, vignettes, essay based questions and case study based questions. Marks will be awarded based on clarity, appropriate structure, relevant examples, depth of topic knowledge, and evidence of outside core text reading.			
No Workplace Assessment			
Reassessment Requirement			
Repeat examination <i>Reassessment of this module will consist of a repeat examination. It is possible that there will also be a requirement to be reassessed in a coursework element.</i>			

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Module Workload				
Module Target Workload Hours 0 Hours				
Workload: Full Time				
Workload Type	Workload Description	Hours	Frequency	Average Weekly Learner Workload
Lecture	No Description	24	Every Week	24.00
Tutorial	No Description	12	Every Week	12.00
Independent Learning	No Description	89	Every Week	89.00
Total Weekly Contact Hours				36.00
Workload: Part Time				
Workload Type	Workload Description	Hours	Frequency	Average Weekly Learner Workload
Lecture	No Description	24	Every Week	24.00
Tutorial	No Description	12	Every Week	12.00
Independent Learning Time	No Description	89	Every Week	89.00
Total Weekly Contact Hours				36.00

Module Resources	
<i>Recommended Book Resources</i>	
<p>Choudary, Sangeet Paul, Marshall W. Van Alstyne and Geoffrey G. Parker.. (2016), Platform Revolution: How Networked Markets Are Transforming the Economy{And How to Make Them Work for You, Norton, [ISBN: 0393249131].</p> <p>Sundararajan, Arun.. (2016), The Sharing Economy: The End of Employment and the Rise of Crowd-Based, MIT Press, [ISBN: 0262034573].</p>	
<i>Supplementary Book Resources</i>	
<p>Kostakis, V. and M. Bauwens. (2014), Network Society and Future Scenarios for a Collaborative Economy, Palgrave Pivot, [ISBN: 1137415061].</p> <p>Rachel Botsman. What's Mine Is Yours, Collins, p.304, [ISBN: 0007395914].</p> <p>James Surowiecki. The wisdom of crowds, Doubleday, New York, [ISBN: 0385503865].</p>	
<i>Recommended Article/Paper Resources</i>	
<p>Feldmann N.; Gimpel, H.. (2016), Financing Projects through Enterprise Crowdfunding: Understanding the, Proceedings of the 24th European Conference of Information Systems..</p> <p>Coopers, Prince Waterhouse.. (2015), Peer pressure: How peer-to-peer lending platforms are transforming the consumer lending industry, https://www.pwc.com/us/en/consumer-finance/publications/assets/peer-to-peer-lending.pdf</p> <p>Eckhardt, Giana M and Fleura Bardhi.. (2015), The sharing economy isn't about sharing at all, Harvard Business Review.</p> <p>Freedman, David and Matthew Nutting.. (2015), Brief History of Crowdfunding: Including Rewards, Donation, Debt, and Equity Platforms in the USA, http://www.freedman-chicago.com/ec4i/History-of-Crowdfunding.pdf</p> <p>Hamari, Juho, Mimmi Sjöklint and Antti Ukkonen. (2015), The sharing economy: Why people participate in collaborative consumption, Journal of the Association for Information Science and Technology.</p> <p>Matzler, Kurt, Viktoria Veider and Wolfgang Kathan.. Adapting to the sharing economy, MIT Sloan Management Review, p.71.</p> <p>Burtch, Gordon, Anindya Ghose and Sunil Wattal.. Emergence of financial intermediaries in electronic markets: The case of online P2P lending, Information Systems Research.</p> <p>Moeninghoff, Sebastian C and Axel Wieandt.. (2013), The future of peer-to-peer, Zeitschrift fuer betriebswirtschaftliche Forschung.</p> <p>Berger, Sven C and Fabian Gleisner.. (2009), Emergence of financial intermediaries in electronic markets: The case of online P2P lending, BuR-Business Research 2.1.</p>	
<i>Other Resources</i>	
<p>[Website], Kim, Jane.. (2009), Peer-to-Peer Lender Relaunched., http://www.wsj.com/articles/SB124088142201761953</p> <p>[Website], Zouhaki-Worral, Malika.. Comparison of Crowdfunding Websites., http://www.inc.com/magazine/201111/comparison-of-crowdfunding-websites.html</p> <p>[Website], Unavailable, http://p2pfa.info/</p>	
Discussion Note:	