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MINISTRY OF SCIENCE AND HIGHER EDUCATION OF THE RUSSIAN FEDERATION

Federal State Autonomous Educational Institution of Higher Education

"Moscow Polytechnic University"

APPROVE
Vice-President
for International Affairs
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"27" февраля 2025

Dean of the Faculty
of Economics and Management
_____ /A.V. Nazarenko/
"27" февраля 2025

WORKING PROGRAM OF THE DISCIPLINE

"Crowdfunding and Crowd-Investing Platform Management"

Field of study
38.03.02 Management

Educational program (profile)
"Business Process Management"

Qualification (degree)
Bachelor

Form of study
Part-time

Moscow 2025

Developer(s):

Sen. Lecturer at the Department of Management  /V.V. Mazur/

Agreed:
Head of the Department of Management,
Ph.D., Associate Professor  /E.E. Alenina/

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1. Goals, objectives and planned learning outcomes in the discipline

Goals mastering the discipline “Crowdfunding and Crowd-Investing Platform Management” is the study and mastery by students of the theoretical foundations and practical skills of crowdfunding and crowdinvesting.

The main objectives of mastering the discipline “Crowdfunding and Crowd-Investing Platform Management” include:

− conduct a retrospective analysis of financial and economic activities;
− develop investment projects;
− plan costs for production, production of works (services);
− develop a long-term financial plan (budget).

Training in the discipline “Crowdfunding and Crowd-Investing Platform Management” is aimed at developing the following competencies in students:

Code and name of competencies	**Indicators of Competency Achievement**
PK-3. Able to identify and engage with stakeholders	IPK-3.1. Knows stakeholder theory; theory of interpersonal and group communication in business interaction; conflict theory; visual modeling languages; risk management theory; systems theory; subject area and specifics of the organization’s activities to the extent sufficient to solve business analysis problems; methods of planning the organization's activities. IPK-3.2. Able to use stakeholder identification techniques; plan, organize and conduct meetings and discussions with stakeholders; use effective communication techniques; identify, register, analyze and classify risks and develop a set of measures to minimize them; collect, classify, systematize and ensure storage and updating of business analysis information; formalize the results of business analysis in accordance with the selected approaches; identify connections and dependencies between elements of business analysis information; apply information technology to the extent necessary for business analysis purposes; analyze internal (external) factors and conditions affecting the organization’s activities; analyze the degree of stakeholder participation; analyze the quality of business analysis information in terms of selected criteria; analyze the subject area; perform functional breakdown of work; model the scope and boundaries of work; present business analysis information in a variety of ways and formats for discussion with stakeholders; explain the need for business analysis work. IPK-3.3. Knows methods of analyzing context, organizational structure, business processes in order to identify stakeholders; collecting and recording information about stakeholders; organizing the storage of information about stakeholders and keeping it up to date; analysis and classification of stakeholders; developing strategies for stakeholder engagement and collaboration; developing stakeholder engagement plans; preparing stakeholders for cooperation (explanation, training); stakeholder engagement and stakeholder monitoring; managing risks arising from interactions with stakeholders.

2. Place of discipline in the structure of the educational program

The discipline refers to the part formed by the participants in educational relations, block B1 “Disciplines (modules)”.

The discipline “Crowdfunding and Crowd-Investing Platform Management” is logically, substantively and methodologically interconnected with the following disciplines and practices of the EP:

- Project activities
- Cross-cultural management
- Fundamentals of Management
- Entrepreneurship
- Corporate management
- Startup management

3. Structure and content of the discipline

The total labor intensity of the discipline is 3 credit units (108 hours).

3.1 Types of educational work and labor intensity

(according to forms of study)

3.1.1. Part-time and part-time education

No.	Type of educational work	Quantity hours	Semesters	
			8	
1	**Auditory lessons**	**36**	36	
	Including:			
1.1	Lectures	18	18	
1.2	Seminars/practical sessions	18	18	
2	**Independent work**	**108**	108	
3	**Interim certification**			
	Test/differential test/exam	**Test**	Test	
	Total	**108**	108	

3.2 Thematic plan for studying the discipline

(according to forms of study)

3.2.2. Part-time education

No. p/p	Sections/topics disciplines	Labor intensity, hour					
		Total	Classroom work				Independent work
			Lectures	Seminars/practical sessions	Laboratory exercises	Practical training	
1.1	Topic 1. Fundamentals of crowdfunding		2	2			12
1.2	Topic 2. Choosing a platform to launch a project		2	2			12
1.3	Topic 3. Basic rules for launching crowd projects		2	2			12
1.4	Topic 4. Calculation of a financial goal		2	2			12

1.5	Topic 5. Deadline and text description of the project		2	2			12
1.6	Topic 6. Crowd project shares		2	2			12
1.7	Topic 7. Project start types: warm and cold		2	2			12
1.8	Topic 8. Working with the media and opinion leaders: their types		2	2			12
1.9	Topic 9. Completion of the project		2	2			12
Total			**18**	**18**			**108**

3.3 Contents of the discipline

Topic 1. Fundamentals of crowdfunding

Terminology, tasks. Crowdfunding as a marketing tool. The difference between crowdfunding and other types of financing. Differences from charity, loan, grant, investment.

Topic 2. Choosing a platform to launch a project

Own website/social networks. Crowdfunding platforms. Differences between Russian and Western platforms. Other types of crowd technologies. Crowdinvesting. Crowdsourcing. Crowdlending.

Topic 3. Basic rules for launching crowd projects

Public funding. Launch of the project on Planeta.ru. Main stages and rules. The purpose of the project that the author proposes to finance; Financial goal and collection period; Text description; Video message; Shares (bonuses for financial contributions).

Topic 4. Calculation of a financial goal

Terms of cooperation with the crowd platform and taxes. The amount required to implement the idea. Commission of crowdfunding platform and payment systems. Taxes. Costs for producing and sending proof of ownership interests.

Topic 5. Deadline and text description of the project

Recommendations for project timing. Drawing up a business plan for the project. Project name. Brief description and picture for the display case. Detailed description of the project. Secrets of preparing a text description. Video message. Rules for preparing a good video message. What makes sense to say in a video message. Tools for attracting attention.

Topic 6. Crowd project shares

Promotion “Any amount” (no reward). Free promotions. Intangible shares with compensation. Material shares. Basic rules for drawing up shares. Text description of shares. Options for possible promotions. Delivery of shares.

Topic 7. Project start types: warm and cold

Creation of a media kit. Preparation of all information messages (texts) in advance. Creation of project communities on social networks. Project positioning. Motives for support. Project audience. Inner circle, loyal audience. A loyal audience, but unsure of their desire to support the project. An audience unfamiliar with the author and his project (appealing to the media and opinion leaders for support).

Topic 8. Working with the media and opinion leaders, their types

Creating a contact database to promote the project. Types of media for promotion. Writing a press release. Sending a press release and subsequent communication with journalists and bloggers. Promotion in social networks (SMM).

Topic 9. Completion of the project

Deadlines for transferring funds to investors. Communication with shareholders following the results of the campaign.

3.4 Topics of seminars/practical and laboratory classes

3.4.1. Seminars/practical sessions

Topic 1. Fundamentals of crowdfunding	Seminar session 1
Topic 2. Choosing a platform to launch a project	Seminar session 2
Topic 3. Basic rules for launching crowd projects	Seminar session 3
Topic 4. Calculation of a financial goal	Seminar session 4
Topic 5. Deadline and text description of the project	Seminar session 5
Topic 6. Crowd project shares	Seminar session 6
Topic 7. Project start types: warm and cold	Seminar session 7
Topic 8. Working with the media and opinion leaders: their types	Seminar session 8
Topic 9. Completion of the project	Seminar session 9

4. Educational, methodological and information support

4.1 Main literature

1. Spiridonova, E. A. Fundamentals of innovation: textbook and workshop for secondary vocational education - M.: Yurayt Publishing House, 2021. - 298 p. — ISBN 978-5-534-12097-4. — Text: electronic // Educational platform Urayt [website]. — URL:https://urait.ru/bcode/476523

4.2 Additional literature

1. Spiridonova, E. A. Innovation management: textbook and workshop for universities - M.: Yurayt Publishing House, 2021. - 298 p. — ISBN 978-5-534-06608-1. — Text: electronic // Educational platform Urayt [website]. — URL:https://urait.ru/bcode/474270

2. Lukasevich, I. Ya. Financial management in 2 hours. Part 1. Basic concepts, methods and concepts: textbook and workshop for universities - 4th ed., revised. and additional - M.: Yurayt Publishing House, 2021. - 377 p. - (Higher education). — ISBN 978-5-534-03726-5. — Text: electronic // Educational platform Urayt [website]. — URL:https://urait.ru/bcode/468698

4.3 Electronic educational resources

An electronic educational resource on the discipline is under development.

5. Logistics support

Auditorium for lectures and seminars of the general fund. Study tables with benches, a blackboard, a portable multimedia complex (projector, projection screen, laptop). Teacher's workplace: table, chair.

6. Guidelines

6.1 Methodological recommendations for teachers on organizing training

A presentation (from the English word - presentation) is a set of color pictures-slides on a specific topic, which is stored in a special format file with the PP extension. The term “presentation” (sometimes called “slide film”) is associated primarily with the information and advertising functions of pictures, which are designed for a certain category of viewers (users).

In order for the presentation to be well received by the audience and not cause negative emotions (subconscious or fully conscious), it is necessary to follow the rules of its design.

A presentation involves a combination of information of various types: text, graphics, music and sound effects, animation and video clips. Therefore, it is necessary to take into account the specifics of combining pieces of information of different types. In addition, the design and display of each of the listed types of information is also subject to certain rules. So, for example, the choice of font is important for textual information, brightness and color saturation are important for graphic information, and optimal relative position on the slide is necessary for the best possible perception of them together.

In addition to the correct arrangement of text blocks, we must not forget about their content - the text. Under no circumstances should it contain spelling errors. You should also take into account the general rules of text formatting.

After creating a presentation and its design, you need to rehearse its presentation and your speech, check how the presentation as a whole will look (on a computer screen or projection screen), how quickly and adequately it is perceived from different places in the audience, under different lighting, noise, in an environment as close as possible to real performance conditions.

6.2 Guidelines for students on mastering the discipline

A lecture is a systematic, consistent, monologue presentation by a teacher of educational material, usually of a theoretical nature. When preparing a lecture, the teacher is guided by the work program of the discipline. During lectures, it is recommended to take notes, which will allow you to subsequently recall the studied educational material, supplement the content when working independently with literature, and prepare for the exam.

You should also pay attention to categories, formulations that reveal the content of certain phenomena and processes, scientific conclusions and practical recommendations, positive experience in oratory. It is advisable to leave margins in your working notes in which to make notes from the recommended literature, supplementing the material of the lecture you listened to, as well as emphasizing the special importance of certain theoretical positions.

Conclusions from the lecture summarize the teacher’s thoughts on educational issues. The teacher provides a list of used and recommended sources for studying a specific topic. At the end of the lecture, students have the opportunity to ask questions to the teacher about the topic of the lecture. When delivering lectures on the discipline, electronic multimedia presentations can be used.

Guidelines for students when working at the seminar

Seminars are implemented in accordance with the working curriculum with sequential study of the topics of the discipline. In preparation for the seminars, the student is recommended to study the basic literature, familiarize himself with additional literature, new publications in periodicals: magazines, newspapers, etc. In this case, you should take into account the recommendations of the teacher and the requirements of the curriculum. It is also recommended to finalize your lecture notes by making appropriate notes from the literature recommended by the teacher and provided for by the curriculum. Abstracts should be prepared for presentations on all educational issues brought up for the seminar.

Since the student’s activity in seminar classes is the subject of monitoring his progress in mastering the course, preparation for seminar classes requires a responsible attitude. During interactive classes, students must be active.

Guidelines for students on organizing independent work

Independent work of students is aimed at independent study of a separate topic of the academic discipline. Independent work is mandatory for each student, its volume is determined by the curriculum. When working independently, the student interacts with the recommended materials with the participation of the teacher in the form of consultations. To perform independent work, methodological support is provided. The electronic library system (electronic library) of the university provides the possibility of individual access for each student from any point where there is access to the Internet.

7. Appraisal Fund

7.1 Methods for monitoring and assessing learning outcomes

Indicator of the level of competence development

Management of crowdfunding and crowdinvesting platforms					
Federal State Educational Standard of Higher Education 38.03.02 “MANAGEMENT”					
In the process of mastering this discipline, the student forms and demonstrates the following: **competencies**:					
COMPETENCIES		**List of components**	**Technology for developing competencies**	**Form of assessment tool****	**Degrees of levels of mastering competencies**
INDEX	**FORMULATION**				
PK-3	Able to identify and engage with stakeholders	IPK-3.1. Knows stakeholder theory; theory of interpersonal and group communication in business interaction; conflict theory; visual modeling languages; risk management theory; systems theory; subject area and specifics of the organization’s activities to the extent sufficient to solve business analysis problems; methods of planning the organization's activities. IPK-3.2. Able to use stakeholder identification techniques; plan, organize and conduct meetings and discussions with stakeholders; use effective communication techniques; identify, register, analyze and classify risks and develop a set of measures to minimize them; collect, classify, systematize and ensure storage and updating of business analysis information; formalize the results of business analysis in accordance with the selected approaches; identify connections and dependencies between elements of business analysis information; apply information technology to the extent necessary for business analysis purposes; analyze internal (external) factors and conditions affecting the organization’s activities; analyze the degree of stakeholder participation; analyze the quality of business analysis information in terms of selected criteria; analyze the subject area; perform functional breakdown of work; model the scope and boundaries of work; present business analysis information in a variety of ways and formats for discussion with stakeholders; explain the need for business analysis work. IPK-3.3. Knows methods of analyzing context, organizational structure, business processes in order to identify stakeholders; collecting and recording information about stakeholders;	lecture, independent work, seminar classes	DS, T, Z	**A basic level of:** - knows the features of using time management technologies in personal and corporate activities **Increased level:** - able to formulate goals and plan actions to achieve them using time management tools

		organizing the storage of information about stakeholders and keeping it up to date; analysis and classification of stakeholders; developing strategies for stakeholder engagement and collaboration; developing stakeholder engagement plans; preparing stakeholders for cooperation (explanation, training); stakeholder engagement and stakeholder monitoring; managing risks arising from interactions with stakeholders.			

7.2 Scale and criteria for assessing learning outcomes

Scales for assessing the results of intermediate certification and their description:

Interim certification form: test.

Interim certification of students in the form of a test is carried out based on the results of completing all types of academic work provided for by the curriculum for a given discipline (module), while taking into account the results of ongoing monitoring of progress during the semester. Assessment of the degree to which students have achieved the planned learning outcomes in the discipline (module) is carried out by the teacher leading classes in the discipline (module) using the method of expert assessment. Based on the results of the interim assessment, the student is given a "pass" or "fail" rating.

Only students who have completed all types of academic work provided for by the work program in the discipline "Management of Crowdfunding and Crowdinvesting Platforms" are admitted to the intermediate certification (passed the intermediate control)

Grading scale	Description
Passed	All types of educational work provided for by the curriculum have been completed. The student demonstrates compliance with the knowledge, skills and abilities given in the tables of indicators, operates with acquired knowledge, skills and abilities, and applies them in situations of increased complexity. In this case, minor errors, inaccuracies, and difficulties during analytical operations and the transfer of knowledge and skills to new, non-standard situations may be made.
Not accepted	One or more types of educational work provided for by the curriculum have not been completed. The student demonstrates incomplete compliance of knowledge, abilities, and skills with those given in the tables of indicators; significant mistakes are made; a lack of knowledge, abilities, and skills is evident in a number of indicators; the student experiences significant difficulties in operating knowledge and skills when transferring them to new situations.

7.3 Evaluation tools

List of assessment tools for the discipline
"Management of crowdfunding and crowdinvesting platforms"

OS No.	Name of the assessment tool	Brief description of the evaluation tool	Submission of the assessment tool to the Federal Fund
1	Report, message (DS)	A product of a student's independent work, which is a public speech presenting the results obtained	Topics of reports, messages

		in solving a specific educational, practical, educational, research or scientific topic	
2	Test (T)	A system of standardized tasks that allows you to automate the procedure for measuring the level of knowledge and skills of a student.	Test task fund
3	Test (G)	Final form of knowledge assessment. In higher education institutions they are held during examination sessions.	Questions for testing

7.3.1. Current control

Topics of reports on the discipline
"Management of crowdfunding and crowdinvesting platforms"
(formation of competence PC-3)

1. Basic indicators used in developing financial strategies.
2. Ways and methods of achieving optimal balance between RCD and RFD.
3. Financial management of the company using profitability indicators (assets, turnover, share capital).
4. Conditions for the optimal combination of indicators: commercial margin, transformation ratio.
5. Conditions for optimal balance between fixed and variable costs.
6. Formation of the enterprise's assortment policy, taking into account the financial goals of the enterprise at various stages of the life cycle.
7. Motivation for making investment decisions.
8. Methods used in the formation of financial and marketing strategies of an enterprise
9. The mechanism of action of financial leverage.
10. Determination of the influence of EGF on the results of financial and economic activities of the enterprise.
11. Options and conditions for attracting borrowed funds when forming a financial strategy.
12. Management of working capital of the enterprise.
13. Financial and operational needs.
14. Financial plan of the enterprise.
15. The mechanism of action of the production lever.
16. The influence of the effect of production leverage on the results of financial and economic activities of the enterprise.
17. The influence of the effect of financial leverage on the results of financial and economic activities of the enterprise.
18. Mechanism for determining the value and jumps of fixed costs.
19. Methods used to maximize the amount and rate of profit growth.
20. Strategy for forming a mechanism for distributing the profit of an enterprise.
21. The optimal relationship between strategy and tactics of financial management.
22. Mechanism for choosing a policy for integrated management of current assets and current liabilities of an enterprise.
23. Algorithm for diagnosing the financial and economic activities of an enterprise.
24. Mechanisms for determining the critical volume of production, the threshold of profitability and the margin of financial strength.
25. Formation of the enterprise's assortment policy taking into account the profitability threshold.
26. The mechanism of action of the financial strategy matrix.
27. Analysis of the financial stability of the enterprise.

28. Classification of types of risks used in financial management.

29. Analysis and decision-making under risk conditions.

30. Methods for calculating types of risk used in financial management.

31. Features of the functioning of the financial mechanism of an enterprise in conditions of bankruptcy and inflation.

32. Methods for predicting possible bankruptcy of an enterprise.

33. Formation of a rational structure of the enterprise's sources of funds.

34. The concept of internal growth rates and its practical use for the purpose of increasing own funds.

35. Practical application of the DuPont formula to accelerate the turnover of working capital.

36. Mechanism for rational management of accounts payable and receivable.

37. Practical application of the elasticity of demand apparatus.

38. Basic concepts of financial mathematics: simple and compound interest, time value of money, annuity.

39. Financial signs of insolvency (bankruptcy) of enterprises.

40. Development of an enterprise's assortment policy when bringing it out of a state of insolvency.

41. Criteria for determining insolvency and unsatisfactory balance sheet structure.

42. Concept and methods of reducing business risk.

43. Characteristics of various forms of financing business activities.

44. Development of a pricing strategy for an enterprise.

45. Methods for analyzing cash flows.

Report evaluation criteria

No.	Criterion	Grade			
		ex.	chorus	satisfaction	unsatisfactory
1	Structure of the report	The report contains semantic parts balanced in volume	The report contains three semantic parts, unbalanced in volume	One of the semantic parts is missing from the report	The report does not show the presence of semantic parts
2	Contents of the report	The content reflects the essence of the problem under consideration and the main results obtained	The content does not fully reflect the essence of the problem under consideration or the main results obtained	The content does not fully reflect the essence of the problem under consideration and the main results obtained	The content does not reflect the essence of the problem under consideration or the main results obtained
3	Mastery of the material	The student has complete command of the material presented, is problem oriented, and answers questions freely	The student knows the material presented, is oriented in the problem, finds it difficult to answer some questions	The student is not fluent enough in the material being presented and is poorly oriented in the problem	The student does not know the material being presented and has poor understanding of the problem
4	Matching theme	The presented material fully corresponds to the stated topic	The presented material contains elements that are not relevant to the topic	The material presented contains a large number of elements that are not related to the topic.	The material presented is slightly relevant to the topic

Tests by discipline
“Management of crowdfunding and crowdinvesting platforms”
(formation of competence PC-3)

One of the advantages of crowdfunding over an investment project is:
A) obtaining financing
B) the ability to attract specialists
C) crowdfunding does not involve interference of shareholders in creative or business processes for the implementation of a crowd project
D) none of the above
ANSWER: C
What type of financing will require repayment of the funds received? And perhaps with percentages:
A) Private donations
B) Credit
C) Grant/subsidy
D) Crowdfunding
ANSWER: B
In what year did the International Crowd Technologies Forum CrowdMap begin to be held in Russia:
A) since 2016
B) since 2010
C) since 2012
D) since 2014
ANSWER: D
Which audience does not belong to those potentially interested in crowdfunding projects:
A) Possible direct participants in the project
B) Media and influencers
C) Authors with similar projects
D) Major sponsors
ANSWER: C
The commission on the Indiegogo platform for all funds raised is:
A) 2%
B) 4%
C) 9%
D) 12%
ANSWER: C
In what year was the Kickstarter crowdfunding platform launched?:
A) 2008
B) 2009
C) 2010
D) 2011
ANSWER: B
The commission on the Kickstarter platform when the project reaches or exceeds its stated financial goal from all funds raised is:
A) 5%
B) 6%
C) 8%
D) 11%
ANSWER: A
A crowd platform whose specificity is that it allows individuals to use crowdfunding to raise money for the needs of their personal career and entrepreneurship:

A) Crowdrise
B) Dragon Innovation
C) fundable
D)Upstart
ANSWER: D
Which of the following rules is important when organizing communication with crowd project participants?:
A) Ignoring feedback and questions from participants
B) Establishing constant control and supervision over participants
C) Transparency and honesty in providing information
D) Using bribery and manipulation to achieve goals
ANSWER: C
What is not a way to test your target audience?:
A) try to guess
B) Conducting surveys
C) Studying projects with similar themes
D) Personal experience of the author or his colleagues, experts
ANSWER: A
When choosing a platform, you should consider the following circumstances:
A) All of the above
B) Platform reputation
C) Integration of the platform with services of popular social networks
D) Procedure, terms and conditions for the author to receive sponsorship funds
ANSWER: A
On the Planeta.ru crowd platform you can launch:
A) personal project
B) political project
C) religious project
D) music project
ANSWER: D
Specify the commission amount of payment systems on Boomstarter:
A) 13%
B) 30%
C) 3.5%
D) 6%
ANSWER: C
Which of the following is not a fixed cost of the project?:
A) equipment costs
B) rental costs
C) raw materials for the manufacture of goods
D) employee payroll
ANSWER: C
If a crowd project on the Planeta.ru site has collected less than 50% of the stated financial goal over the entire period:
A) funds are returned to sponsors in full, the author still pays a commission to the platform.
B) funds are returned to sponsors in full, the author does not need to pay any commission to the platform.
C) 50% of the funds are returned to the sponsors, the author does not have to pay any commission to the platform.
D) funds are returned to sponsors in full, the author pays 50% of the commission fee to the platform.
ANSWER: B

On the Planeta.ru site, for a project to acquire “charitable” status, you must:

A) all of the above

B) that the project is represented by an NPO (non-profit organization)

C) the organization must exist for at least 2 years

D) that the goal of the project would be to help orphans, sick children and children with disabilities

ANSWER: A

The text limit in the "Brief description of the project" block on the Planeta.ru platform is:

A) 60 characters

B) 130 characters

C) 180 characters

D) 90 characters

ANSWER: C

What a potential sponsor does not see when studying the showcase of projects on the crowd platform Planeta.ru:

A) Picture

B) Detailed Description

C) Category

D) Amount of fees

ANSWER: B

When is it better to launch a crowd project with calendars and diaries:

A) in spring

B) in summer

C) in November-December

D) in August

ANSWER: C

What word is better not to use in a project description?:

A) Help

B) Participation

C) Support

D) Involvement

ANSWER: A

Which of the following can be used as sponsorship rewards?:

A) food

B) alcohol

C) medals

D) real estate

ANSWER: A

Which of the following cannot be used as sponsorship rewards?:

A) tobacco products

B) tickets to the event (in invitation format)

C) jewelry

D) clothes

ANSWER: A

What is the significance of shares in a crowd project?:

A) They serve as rewards for project participants

B) They are used to attract new investors

C) They provide voting rights to decisions in the project

D) They are a guarantee of the profitability of the project

ANSWER: A

How can I get shares in a crowd project?:

A) Buy on the stock exchange

B) Register on the project platform and support it financially
C) Invite new participants to the project
D) Win them in a lottery conducted by the project
ANSWER: B
“Reach” on social networks is:
A) a measure of the popularity of an account, determined by the number of comments under posts
B) the sum of friends and subscribers a user has
C) the number of views of an advertising post or ad
D) data about users who viewed news and posts on the community wall
ANSWER: D
A post on social networks is:
A) a pencil that can be used to write on the screen of a smartphone or computer.
B) an online game that users play to score points and increase their ranking.
C) a video recording that can be made using a special program on your device and published on your profile.
D) a short message about current news with the ability to attach several different media files
ANSWER: D
A mandatory component of good content is:
A) beautiful image
B) content of the publication that is interesting to the user
C) interesting presentation
D) all of the above
ANSWER: D
Widget on VKontakte is:
A) A function that allows you to view news and comments on a social network.
B) A button that opens the user's page in a new browser tab.
C) this is a mini-application that looks like a special module on the main page of the community.
D) Section of the site where you can download the VKontakte mobile application.
ANSWER: C
What is the best day to send a press release?:
A) Monday before 10:00 or Thursday morning
B) Saturday or Sunday
C) On Wednesday
D) On Friday
ANSWER: A
What type of media does the Komsomolskaya Pravda newspaper belong to?:
A) Business
B) Socio-political
C) News agencies
D) Urban
ANSWER: B
What type of media does the newspaper “My District” belong to?:
A) Parental
B) Urban
C) Regional
D) Business
ANSWER: C
A press release is:
A) a method of promoting goods and services through the media
B) a web page containing advertising materials

C) a platform for the exchange of information between journalists

D) an official message from a company intended for the media and the public, containing some news or telling about some event on behalf of a certain company or individual

ANSWER: D

What must be done after the successful completion of a crowd project?:

A) Send thank you letters to all project participants

B) Analyze the result of the project and draw conclusions about its success

C) Invite project participants to a private party

D) Start a new crowd project

ANSWER: B

Why do you need to write a final text for a crowd project?:

A) To express gratitude to all project participants and its sponsors

B) To try to attract additional funding

C) To notify you of the start of a new project

D) To announce prizes and awards for participants

ANSWER: A

At whose expense is it better to organize the delivery of bonuses to crowd project sponsors?:

A) At the expense of the project organizers

B) At the expense of sponsors who choose to deliver bonuses

C) At the expense of the sponsors themselves, who receive bonuses

D) At the expense of the delivery company with which the contract is concluded

ANSWER: C

What is a checklist?:

A) Product quality inspection system

B) Form for payment in store

C) A document certifying the completion of a certain action

D) List of tasks to be completed

ANSWER: D

7.3.2. Interim certification

Questions for testing in the discipline
"Management of crowdfunding and crowdinvesting platforms"
(formation of competence PC-3)

1. The role of finance in the activities of corporations themselves
2. Solvency and liquidity of the company.
3. The relationship between company value and dividend policy.
4. Financial instruments
5. Miller-Modigliani cost of capital models
6. Modified internal rate of return indicator
7. Net working capital and net assets.
8. Cash flow from the company's operating activities
9. The concept of investment evaluation and the main aspects of financial analysis of the project.
10. Cash flow from the company's investing activities, cash flow from the company's financing activities
11. Investment profitability index.
12. Methods for analyzing the risks of investment projects
13. Altman model for assessing the probability of bankruptcy.
14. Calculation of liquid cash flow

15. Calculation of the duration of the operating, production and financial cycles of an enterprise
16. Cash flow calculation
17. Preparation of financial results report
18. Calculation of the operating and financial cycles of an enterprise
19. Preparation of financial results report
20. Functions of corporate finance
21. General methodological principles of corporate finance.
22. The impact of inflation on firms' income levels and investment returns. Methods of accounting for inflation.
23. Concept of corporate cash flow. Methods for calculating cash flows.
24. Theories of dividend policy
25. Commercial, budgetary and social efficiency of the implementation of investment projects
26. Types of financial stability
27. Project sustainability levels
28. Types of mergers and acquisitions, horizontal and vertical mergers
29. Net profit and cash flow
30. Balance Sheet and Profit and Loss Statement
31. Methods of dividend payments, their applicability depending on the form of dividend policy
32. Methodology for determining net present value
33. Effects of mergers and acquisitions: economies of scale, economies of vertical integration, potential for improved management.
34. Inflation meters. Nominal and real interest rates.
35. Evaluation of investment projects of various durations
36. Express diagnostics of corporate reporting
37. Calculation of the impact of operations on the coverage ratio
38. Calculation of the coefficient of maneuverability of equity capital
39. Calculation of net cash
40. Drawing up a balance sheet based on financial ratios
41. Calculation of return on assets
42. Enterprise valuation
43. Calculation of planned revenue
44. Calculation of planned profit
45. Calculation of accounts receivable balance
46. Calculation of profit from product sales
47. Enterprise cost of capital