

## Course form to fill in (2019-2020)

### Course title:

Sharing Economy: Concept and Cases

### Staff responsible for the course:

Hee-Dong Yang, Ph.D

### Lecturers:

First Name + Name  
Hee-Dong Yang, Ph.D

## 1) COURSE PRESENTATION

### Aims:

*Draw up a list of competencies and/or skills that the student should have acquired or improved at the end of the course.*

*You must fill in the field under the format "the student should be able to..." using action verbs such as define, realise, control... **(This description should not take more than ten lines)***

### **At the end of the course, the student should be able to:**

After completing the course, students should be able to do the following:

Students can understand the business models of current sharing economy business and various challenges against the success of this business model.

### Prerequisites:

*You must not write courses' codes or names, but identify the preliminary skills as the knowledge or the know-how needed to efficiently follow this course.*

*Write it out in terms of knowledge and methodologies required to follow this course (this would help students from direct entry to position themselves). **(This description should not take more than five lines)***

Management knowledge: Basic business knowledge

### Course contents:

*Here, an abstract of the course can be given or the different chapters of the course can be simply written down.*

***(The description should not take more than ten lines)***

Concepts & Business Models of Sharing Economy: Session 1  
Course Introduction & Team-building  
Examples of Sharing economy: [https://en.wikipedia.org/wiki/Sharing\\_economy](https://en.wikipedia.org/wiki/Sharing_economy)  
Recent Trends of Sharing Economy (PPT file)  
I. Introduction  
II. Concept of Sharing Economy  
(Recent Study) Article 1, 2  
  
Platforms & Blockchain: Session 2  
III. Platform Business  
Article 3, 4

#### IV. Digital Infrastructure

Article 5, 6

Sustainability (Ethics & Regulations): Session 3

#### V. Regulation for Consumer/Supplier Protection

Article 7, 8

Diverse Domains of Sharing Economy (e.g., FinTech, Crowdfunding): Session 4

#### VI. Fin-Tech & Crowd-funding

Article 9, 10

Methodology: Lecture, Case study, and Team presentation. Each team should consist of 3-5 people. Wish this class can have 4 teams.

## 2) WORKING LOAD

Here, you should allocate the effective working load of the course, including an estimation of the personal work required from the student.

TABLE 1

Course's types	Number of hours	Notes
<u>Effective presence</u>		
- <i>Magistral Course</i>		
- <i>Interactive Course</i>	15	
- <i>Tutorials</i>		
- <i>Coaching</i>		
- <i>PBL Course</i>		
<u>Training from a distance</u>		
- <i>Video-conferences</i>		
- <i>Webinars</i>		
<u>Self-learning</u>		
- <i>Books 'readings</i>	5	
- <i>E-learning</i>		
- <i>Research</i>		
<u>Outdoors-training</u>		
- <i>In firms</i>		
- <i>Internship</i>		
<u>Personal work</u>		
- <i>Group Projects</i>	10	
- <i>Individual Projects</i>		
- <i>Personal work</i>		
<b>Total working time for the student</b>	<b>31</b>	

### 3) EDUCATIONAL METHODS

Tick here the different educational methods used:

- ☐ Coaching
- ☒ Case Study
- ☐ E-Learning and/or Self-learning
- ☒ Interactive courses
- ☒ Presentations
- ☐ Projects
- ☐ Research
- ☐ Seminars
- ☐ Tutorials
- ☐ Visits

### 4) ASSESSMENT

Sum up briefly the course assessment's mechanism (two or three lines) in order to introduce the assessment's table that you have to complete below (table n°2).

**You must also define clearly how feedback will be given to students (in accordance with the feedback policy).**

-	Article presentation (40%)
-	Final Team Report (50%)
Choose any favorite case or category introduced at Wikipedia on the first day. Each team can compare different cases in each category or can focus on a particular case. Teams are recommended to choose different category so that students can be exposed to diverse stories and analyses (If the category is overlapped, team can choose different cases).	
<input type="checkbox"/>	Case Summary
<input type="checkbox"/>	Make 3-4 questions and explain why those questions are important (e.g., Business model, Risks, Platform, Legal issues). Questions should be very specific (not generic), challenging (not obvious), and related to this course. The quality of questions does matter for your credit in this course.
<input type="checkbox"/>	Then, present your answers to those questions. Analyses should be based upon the contents covered in classes.
-	Attendance & Participation (10%)

List the assessment for each modality.

TABLE 2

Modality	Type of control	Length (h)	Number	Weighting (%)
<u>Continuous assessment</u>	Continuous assessment			
	Mid-term exam			
	Participation			10
	Oral presentation			40
	MCQ			
<u>Final exam</u>	Oral final exam			
	Written final exam			
<u>Others</u>	Case study			
	Group Project			
	Individual Project			
	Written assignment			50
	Exercises			

<b>Total</b>				<b>100%</b>
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## 5) RECOMMENDED READING

Name of books *(indicate only three or four must-read references)* / Name of reviews:

<b>Reference book (appellation reserved for books selected by the School and necessarily bought by all the students):</b>
Textbook: Sundararajan, A. 2017. The Sharing Economy: The End of Employment and the Rise of Crowd-based Capitalism.

<b>Class books :</b>

<b>Reviews :</b>
MIT Press. (Lectured every day)
- Article 1: Mazzela, F., A. Sundararajan, V.B. D'Espous & M. Mohlmann. 2016. The Digitization of Trust: How Digital Trust Powers the Sharing Economy. IESE Business School, Issue 30, 24-31.
- Article 2: Li,X., J. Zheng & E. Tchegotareva. 2018. An Industry in Crisis: Assuring Stakeholders and Justifying Firm Valuation. The University of Hong Kong (HK1133).
- Article 3: Yu, H. 2018. For Some Platforms, Network Effects Are No Match for Local Know-how. Harvard Business Review, July, 2-6.
- Article 4: Zhu, F. & M. Iansiti. 2019. Why Some Platforms Thrive and Others Don't. Harvard Business Review, January-February, 3-9.
- Article 5: Nanda, R., R.F. White & A. Tuzikov. 2017. Blockchain, Cryptocurrencies, and Digital Assets. Harvard Business School (N9-818-066).
- Article 6: Chen, Y. 2018. Blockchain Tokens and the Potential Democratization of Entrepreneurship and Innovation. Business Horizons, 61, 567-575.
- Article 7: McCormick, E. & N. Craig Smith. 2017. Uber and the Ethics of Sharing: Exploring the Societal Promises and Responsibilities of the Sharing Economy. INSEAD (12/2017-6209).
- Article 8: Teo, G. & S-K. Sia. 2017. The Quest for Legitimacy in Digital Disruption: The Case of Uber (A). ABCC at Nanyang Tech University (NTU111).
- Article 9: Hornuf, L. & A. Schwienbacher. 2018. Internet-Based Entrepreneurial Finance: Lessons from Germany. California Management Review, 60(2), 150-175.
Article 10: Brown, T.E., E. Boon & L.F. Pitt. 2017. Seeking Funding In Order To Sell: Crowdfunding as a Marketing Tool. Business Horizons, 60, 189-195.

### Internet Resources:

Please indicate here if you use the school intranet site to put on-line documents and/or if you advise the visit of web sites to students.

<b>Name of the Website</b>	<b>URL</b>
