Course Description:
Americans have witnessed a dramatic increase of interest, investment and participation in the “shared economy.” From transportation, to housing, to financial services, the rise of businesses and online platforms to facilitate peer-to-peer exchange is significant. In terms of supply, the market is no longer comprised of just marginalized startups; the shared economy includes major players like BMW and AVIS. In terms of demand, collaborative consumption has moved beyond early adopters to millions of participants per day.

The significance of this economy is not purely driven by consumption patterns. Rather the movement is being fueled by the interest in the commons, an emerging type of civilization and economic system. The new economy relies upon the three major sectors of society – the state, market and civil society – but with different roles and in a revitalized equilibrium. It allows for the disintermediation of big business and empowers marginalized groups to be important constituents and stakeholders in the new economy. As this emerging concept transforms financial transactions, community trust and government regulation, the class will explore the key aspects of peer-to-peer economies.

The course will engage students in understanding the core principles of the shared economy including, but not limited to, business models, regulations, investment, and sustainability along with customer acquisition and retention. The P2P models will include US and international based organizations and review the financial and social impact the entities are having in their respective communities.

The course format will include class discussion, case studies and guest speakers. Each class will include discussing the current market environment and real-life decisions that social entrepreneurs must make in this environment. Students are expected to actively participate in each class and be prepared for robust dialogue and discourse.

Learning Goals:
• Understand the core concepts and emerging trends of shared economies (P2P activities)
• Gain insight on incumbent strategies to manage the rising P2P trends
• Ability to develop a P2P project or entity
• Retain skills to be an active participant in emerging shared economies
**Required/Recommended materials (books, course packs, readings, other materials)**

Students will use a Reading List (embedded in the syllabus) comprised of articles, research reports, etc. Class notes and discussion will also provide sufficient information on all topics to be covered in this course. Students may be assigned supplemental readings for select classes. *Readings should be completed in advance of the class where they are listed, as they will be discussed during the class noted on the syllabus.*

**In Class Presentation: Examine Existing P2P Enterprise (Due April 5th)**

Students will be required to review an existing P2P enterprise. Students must work individually to write a *three to five-page case study on an existing social enterprise.* A random sample of students will be asked to present to the class for 10-15 minutes – with or without a PPT. The case study and presentation should *contain an overview of the enterprise, business model, competitive advantages, labor needs, critical success factors, performance to date, regulatory concerns, technology, incumbents, etc.*

**Final Project: P2P Presentations (Due May 5th from 10 am to 12 pm)**

Students must create a new P2P project or entity for their final project. The final deliverable will include a class presentation that must contain a viable business model, assessment of the regulatory environment, clarity of competitive advantages and understanding of key stakeholders. A sample presentation should include:

1. Background/Overview of the P2P enterprise
2. Vision, Mission, Goals & Competitive Advantages
3. Operations & Implementation Strategy
4. Business Model & Regulatory Environment
5. Target Markets/Stakeholder Segmentation (incl. labor)
6. Marketing & Distribution Strategy
7. Financial Model & Projections

**Current Events**

Students will be expected to read and share relevant blogs, magazine articles and the like for class.

**Blackboard:**

The PowerPoint slides used in class, information regarding case materials and other items of interest will be posted to the class Blackboard page, as they are needed.

**Name Placards:**

Students should use name placards in class. This will ensure that students get credit for class participation.

**Special Needs:**

Any student with special needs should bring this to my attention as soon as possible, so that we can make appropriate arrangements.

**Academic Integrity:**

All students are responsible for adhering to the guidelines outlined in the MSB MBA Academic Integrity System (https://intranet.msb.edu/mba/docs/Academic%20Integrity%208.09.pdf). Violations of the system will be reported to the Academic Integrity board for review.
### Grading Framework:

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Class Participation</td>
<td>20%</td>
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<tr>
<td>P2P Case Study</td>
<td>25%</td>
</tr>
<tr>
<td>Final Project: Group Presentation</td>
<td>20%</td>
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<tr>
<td>Final Project: Individual Paper</td>
<td>25%</td>
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<tr>
<td>Peer Review for Final Project</td>
<td>10%</td>
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</tbody>
</table>

In the event an assignment is delayed; the assignment will be reviewed with the possible loss of credit for late submission.

### Course Schedule:

<table>
<thead>
<tr>
<th>Class</th>
<th>Date</th>
<th>Topics Covered</th>
<th>Required Reading/Assignments Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>3/27-29</td>
<td>Landscape of P2P Sectors: Shelter, Financial Services, Mobility</td>
<td>Guest Speaker on 3/29: John Branding, BMW&lt;br&gt;Reading List&lt;br&gt;P2P Lending is Profitable, Even in A Recession</td>
</tr>
<tr>
<td>Date</td>
<td>Readings and Activities</td>
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| 3/5  | Oversight & Regulation in the Shared Economy  
Oversight & Regulation in the Shared Economy  
The Role of Human Capital  
P2P Case Studies Due  
Reading List  
Embracing the Peer-Production Economy  
http://www.nationalaffairs.com/publications/detail/embracing-the-peer-production-economy  
The Independent Workforce in America (see Files) |
| 4/10-12 | Understanding Unicorns and Investments in the P2P Sector  
GUEST SPEAKER: John Branding, BMW (2/3)  
Reading List  
How Unicorns Grow (see Files) |
Reading List  
Will Low Income Residents Benefit Most from P2P Carsharing?  
http://www.shareable.net/blog/will-low-income-residents-benefit-most-from-p2p-carsharing  
How the Rise of Digital Banking Might Set Back a US Civil Rights Law  
http://qz.com/393429/mobile-banking-underbanked/  
Discrimination by Airbnb Hosts is Widespread  
| 4/26-5/1 | Growing opportunities in P2P: Blockchain  
The Impact of the Blockchain Goes Beyond Financial Services (see Files) |
| 5/5  | Final Project Presentations  
NEW TIME: 10:00 am to 12 pm  
Oral and PPT presentations |
Additional Information:

- Attendance policy
Class attendance is required. Attendance will help you to understand the course material and do well in terms of class participation and the completion of your final project. If you cannot attend class, please send me an e-mail with an explanation in advance of the class. In the event a class is missed, it will be the student’s responsibility to schedule a meeting to understand the materials covered. In the event an assignment is delayed; the assignment will be reviewed with the possible loss of credit for late submission.

- Laptop policy
Students will be able to access their laptops during class with the expectation that they are only being used for note-taking and related activities. The professor reserves the right to review student laptops during class and will prohibit their access during quizzes and the like. *Laptops will not be allowed during guest speaker presentations out of respect for their time and content.*