



APPLIES TO ACADEMIC YEAR 2016/2017

MBA 2418 Business Models for the Sharing Economy

Programme

Master of Business Administration - China

Responsible for the course

Benedicte Brøgger

Department

Department of Communication and Culture

Term

According to study plan

ECTS Credits

4

Language of instruction

English

Introduction

The course will give students an understanding of sharing economy fundamentals and the skills to develop a business model for a sharing economy company. It provides an introduction to the emergence of the sharing economy in terms of technology, management and organization. The major part of the course is practical work with business modelling tools. The students will enhance their understanding of the complexities involved in identifying business opportunities for a sharing economy company. The course will give special attention to the skills required to mobilize and allocate scarce resources from non-compatible sources.

The sharing economy has been around for a while, in open source software communities, consumption and brand tribes, and social entrepreneurs' networks. However, the global reach of the sharing economy is made possible by the influence of accessible cyber-material technologies like smart-phones and apps. This technology has disruptive effects and extends opportunities for economic participation to consumers and to remote areas. In this lies its potential to fuel economic and social growth, but there is as yet a fair number of hurdles for entrepreneurs who want to start and run sharing economy companies. The course will give the students the concepts and tools to identify business opportunities and business models based on different combinations of financial, technological and social resources.

Learning outcome

The students will acquire:

Knowledge:

- knowledge of key drivers of the sharing economy
- understanding of the institutional logic of the sharing economy

Skills

- ability to identify business opportunities
- ability to use a business model canvas
- ability to assess financial and social revenues and cost of a business idea

Attitude

- respect for technology, finance and social relations, and their interdependencies

Prerequisites

Bachelor degree or equivalent, 4 years work experience, managerial experience and good written and oral knowledge of the English language. Please confirm our Student regulations. It will be an advantage with previous knowledge of resource theory, business plans and/or the Osterwalder business model canvas

Compulsory reading

Books:

Alexander Osterwalder & Yves Pigneur.. 2010. Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers. John Wiley and Sons.
Sundararajan, Arun. 2016. The Sharing Economy: The End of Employment and the Rise of Crowd-Based Capitalism. MIT Press

Articles:

S. Dohrmann, M. Raith and N.Siebold. 2015. Monetizing Social Value Creation - A Business Model Approach.

Other:

Cases will be distributed ahead of the course start

Recommended reading

Course outline

Day 1. Lecture

- Sharing economy fundamentals
- Platforms
- Financial and social value

Day 2: Lecture and group work

Introduction to the business model canvas and the cases

- Developing the market business model and the worklife business model

Day 3. Group work and plenary

- Developing the public sector and community business models

- Integrating the 4 models,

Day 4. Lecture, group work and plenary

- Comparison of the integrated business models
- Managing sharing economy dilemmas

There will also be guest lectures

Computer-based tools

IT- tools may be used in the course. It will be announced well in advance on It's Learning

Learning process and workload

The course is 4 days and consists of lectures, case introductions and practical work in groups, in total 32 hours. The group task is to analyze the main components of the business model of a case company and identify new opportunities and their value potential.

Coursework requirements

Examination

The students will be evaluated by the following elements:

- 40% group written business model canvas
- 60% individual written assignment.

This is a course with continuous assessment (several exam elements) and one final exam code. Each exam element will be graded using points on a scale (e.g. 0-100). The elements will be weighted together according to the information in the course description in order to calculate the final letter grade for the course.

Specific information regarding student evaluation beyond the information given in the course description will be provided in class. This information may be relevant for requirements for term papers or other hand-ins, and/or where class participation can be one of several elements of the overall evaluation

Examination code(s)

MBA 24181 - Continuous assessment; accounts for 100 % to pass the program MBA 2418, 4 ECTS credits

The course is a part of a full MBA and examination in all courses in the MBA programme must be passed in order to obtain a certificate for the MBA degree.

Examination support materials

.

Re-sit examination

Re-takes are only possible at the next time a course will be held. When course evaluation consists of class participation or continuous assessment, the whole course must re-evaluated when a student wants to retake a exam. Retake examinations entail an extra examination fee.

Additional information