

Course	Peer-to-Peer Economies	Number/Section	STRT 585-40
Semester/Year	Module 4, Spring 2017	Schedule	M/W: 9:30 – 10:50 am Hariri 250
Instructor	Melissa L. Bradley		
Phone	917-549-6092	E-mail	mlb84@georgetown.edu
Office		Office Hours	By Appointment

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:

Class Participation	20%
P2P Case Study	25%
Final Project: Group Presentation	20%
Final Project: Individual Paper	25%
Peer Review for Final Project	10%

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

Course Schedule:

Class	Date	Topics Covered	Required Reading/Assignments Due
1	3/20-22	<p>Introduction to Course</p> <p>Definition of P2P Economies (aka Sharing Economy, Collaborative Consumption)</p> <p>Review of evolution of shared economies and the underlying values and structures</p>	<p>Reading List</p> <p>The WE-Economy: Value Creation in the Age of Networks http://www.shareable.net/blog/the-we-economy-value-creation-in-the-age-of-networks</p> <p>Everything That Can Become a Platform Will Become a Platform https://medium.com/the-wtf-economy/everything-that-can-become-a-platform-will-become-a-platform-216bcfb89855#9dnx3appj</p> <p>5 Major Ways Freelancers Will Change the Economy By 2040 http://www.fastcompany.com/3049857/the-future-of-work/5-major-ways-freelancers-will-change-the-economy-by-2040</p> <p>Network and the Nature of the Firm https://medium.com/the-wtf-economy/networks-and-the-nature-of-the-firm-28790b6afdcc#.6b80idbba</p> <p>Optional: The Sharing Economy: A Shift Away from Ownership (Five Audio Stories), NPR Series http://www.npr.org/series/244583579/the-sharing-economy-a-shift-away-from-ownership#</p> <p>Optional: therideshareguy.com Blog and Podcast</p>
2	3/27-29	<p>Landscape of P2P Sectors: Shelter, Financial Services, Mobility</p>	<p>Guest Speaker on 3/29: John Branding, BMW</p> <p>Reading List</p> <p>P2P Lending is Profitable, Even in A Recession</p>

			http://techcrunch.com/2015/11/09/p2p-lending-is-profitable-even-in-a-recession/ Why Income Investors Should Consider P2P Lending http://www.marketwatch.com/story/why-income-investors-should-consider-peer-to-peer-lending-2015-12-29
3	4/3-5	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	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)
5	4/19-24	Solving Social Problems through Shared Economies: US and International	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 http://www.nytimes.com/2015/12/12/business/discrimination-by-airbnb-hosts-is-widespread-report-says.html?_r=0
6	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.*