



POLITÉCNICA

INTERNATIONAL  
CAMPUS OF  
EXCELLENCE

COORDINATION PROCESS OF  
LEARNING ACTIVITIES  
PR/CL/001



E.T.S. de Ingenieros  
Industriales

# ANX-PR/CL/001-01

## LEARNING GUIDE

### SUBJECT

**53001518 - The Economics Of Sharing**

### DEGREE PROGRAMME

05BD - Master Universitario En Ingenieria De La Organizacion

### ACADEMIC YEAR & SEMESTER

2022/23 - Semester 1

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## 1. Description

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### 1.1. Subject details

<b>Name of the subject</b>	53001518 - The Economics Of Sharing
<b>No of credits</b>	3 ECTS
<b>Type</b>	Optional
<b>Academic year of the programme</b>	Second year
<b>Semester of tuition</b>	Semester 3
<b>Tuition period</b>	September-January
<b>Tuition languages</b>	English
<b>Degree programme</b>	05BD - Master Universitario en Ingenieria de la Organizacion
<b>Centre</b>	05 - Escuela Técnica Superior De Ingenieros Industriales
<b>Academic year</b>	2022-23

## 2. Faculty

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### 2.1. Faculty members with subject teaching role

<b>Name and surname</b>	<b>Office/Room</b>	<b>Email</b>	<b>Tutoring hours *</b>
Gustavo Morales Alonso (Subject coordinator)		gustavo.morales@upm.es	--

\* The tutoring schedule is indicative and subject to possible changes. Please check tutoring times with the faculty member in charge.

### 3. Prior knowledge recommended to take the subject

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#### 3.1. Recommended (passed) subjects

- Emprendimiento De Base Tecnológica

#### 3.2. Other recommended learning outcomes

The subject - other recommended learning outcomes, are not defined.

### 4. Skills and learning outcomes \*

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#### 4.1. Skills to be learned

CB06 - Poseer y comprender conocimientos que aporten una base u oportunidad de ser originales en el desarrollo y/o aplicación de ideas, a menudo en un contexto de investigación

CB07 - Que los estudiantes sepan aplicar los conocimientos adquiridos y su capacidad de resolución de problemas en entornos nuevos o poco conocidos dentro de contextos más amplios (o multidisciplinares) relacionados con su área de estudio

CB10 - Que los estudiantes posean las habilidades de aprendizaje que les permitan continuar estudiando de un modo que habrá de ser en gran medida autodirigido o autónomo

CE05 - Analizar y comprender las implicaciones estratégicas y el potencial disruptivo de las nuevas tecnologías digitales para las organizaciones y modelos de negocio

CG05 - Conocer las tendencias predominantes en el entorno actual de las distintas políticas funcionales (marketing, producción, logística, finanzas, recursos humanos, liderazgo...)

CG06 - Conocer y aplicar las principales tramas conceptuales (frameworks) para el desarrollo de la estrategia de una organización y la gestión de los procesos de diseño, de gestión de la información y cambio de dicha organización

CG07 - Modelar diferentes problemas de diseño de las organizaciones, conocer y seleccionar técnicas de Ingeniería de Organización apropiadas, así como obtener, comunicar, discutir y aplicar los resultados correspondientes

CT01 - Aplica. Habilidad para aplicar conocimientos científicos, matemáticos y tecnológicos en sistemas relacionados con la práctica de la ingeniería

CT05 - Resuelve. Habilidad para identificar, formular y resolver problemas de ingeniería

CT08 - Entiende los impactos. Educación amplia necesaria para entender el impacto de las soluciones ingenieriles en un contexto social global

CT09 - Se actualiza. Reconocimiento de la necesidad y la habilidad para comprometerse al aprendizaje continuo

CT10 - Conoce. Conocimiento de los temas contemporáneos

CT11 - Usa herramientas. Habilidad para usar las técnicas, destrezas y herramientas ingenieriles modernas necesarias para la práctica de la ingeniería

## 4.2. Learning outcomes

RA44 - Identificar, analizar y diseñar modelos de negocio en la economía colaborativa

\* The Learning Guides should reflect the Skills and Learning Outcomes in the same way as indicated in the Degree Verification Memory. For this reason, they have not been translated into English and appear in Spanish.

## 5. Brief description of the subject and syllabus

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### 5.1. Brief description of the subject

The Economics of Sharing, which is taught in the third semester of Master en Ingeniería de Organización, has as its main objectives that students are able to:

- Understand the economic context in which the collaborative economy emerges and the reasons for its current boom, together with the development of the critical judgment necessary to estimate the sustainability of innovative business models based on the collaborative economy.
- Review and reinforce knowledge about macroeconomics and economic policy that have caused the economic crises of the last 100 years and assess how the collaborative economy fits into the current economic situation.
- Deal with the basic technological principles that make the sharing economy possible: digitalization and servitization.
- Understand and form their own speech of the externalities arising from the sharing economy and their impact in different aspects, such as cities, labour and environment.
- Look at sharing and collaborative economy through the lens of business models, to identify differences with platform, on-demand and gig economy concepts.
- Review scientific publications related to the sharing economy, as well as apply research methodologies in order to generate scientific knowledge on the subject.

#### CONTENTS

##### 1. Introduction to the sharing economy

Defining and refining the sharing/collaborative economy

Strategies for facing the sharing economy

The people under the sharing economy

##### 2. Historical perspectives and the rise of the social economy

Where do we come from: Theories of J. M. Keynes vs. The Austrian school and the Chicago school - the foundations of neoliberalism

Where do we go: The financial crisis vs The crisis of values.

The role of entrepreneurship

What is a social business.

3. Servitization as a new economic model

The 'world is flat' theory and its link with industrial revolutions

The shift from products to services: theory and practice

4. Open innovation as a way to collaborate

The importance of innovation and knowledge

Open innovation, multi-sided platforms and collaborative dynamics

The interaction between entrepreneurship, platforms and open innovation

5. Externalities of the sharing economy

Externalities on the city (I) ? long-term rental prices

Externalities on the city (II) ? tourism

Externalities on labour

Externalities on the environment

6. Labour issues on the sharing economy

The end of employment

Legal issues in the sharing economy

Externalities on labour

A new social contract

7. Sharing economy vs platform economy: business models issues

Reviewing the concept

Conceptual framework

Categorization of business models

A global perspective

8. The sharing economy as a new way to access to finance

Entrepreneurial phases and their access to finance

The 'valley of death': roots and ways to overcome

The sharing economy as democratization of finance

Crowdfunding: types and importance in finance

9. Tools for the group project

Introduction to research

References and plagiarism

Critical review of the literature & secondary data collection

## 5.2. Syllabus

1. Introduction to the sharing economy
2. Historical perspectives and the rise of the social economy
3. Servitization as a new economic model
4. Open innovation as a way to collaborate
5. Externalities of the sharing economy
6. Labour issues on the sharing economy
7. Sharing economy vs platform economy: business models issues
8. The sharing economy as a new way to access to finance
9. Tools for the group project



## 6. Schedule

### 6.1. Subject schedule\*

Week	Classroom activities	Laboratory activities	Distant / On-line	Assessment activities
1	Teaching in classroom Duration: 02:00 Lecture			
2	Teaching in classroom Duration: 02:00 Lecture			
3	Teaching in classroom Duration: 02:00 Lecture			
4	Teaching in classroom Duration: 02:00 Lecture			
5	Teaching in classroom Duration: 02:00 Lecture			
6	Teaching in classroom Duration: 02:00 Lecture			
7	Teaching in classroom Duration: 02:00 Lecture			
8	Teaching in classroom Duration: 02:00 Lecture			
9	Teaching in classroom Duration: 02:00 Lecture			
10	Teaching in classroom Duration: 02:00 Lecture			
11	Teaching in classroom Duration: 02:00 Lecture			
12	Teaching in classroom Duration: 02:00 Lecture			
13	Teaching in classroom Duration: 02:00 Lecture			
14	Teaching in classroom Duration: 02:00 Lecture			

15				<b>Class attendance</b> Other assessment Continuous assessment Presential Duration: 02:00
16				<b>Group project delivery</b> Group work Continuous assessment Presential Duration: 02:00
17				<b>Examen final</b> Written test Final examination Not Presential Duration: 02:00

Depending on the programme study plan, total values will be calculated according to the ECTS credit unit as 26/27 hours of student face-to-face contact and independent study time.

\* The schedule is based on an a priori planning of the subject; it might be modified during the academic year, especially considering the COVID19 evolution.

## 7. Activities and assessment criteria

### 7.1. Assessment activities

#### 7.1.1. Assessment

Week	Description	Modality	Type	Duration	Weight	Minimum grade	Evaluated skills
15	Class attendance	Other assessment	Face-to-face	02:00	10%	/ 10	CG05 CG07 CB06 CB07 CB10 CT08 CT09 CT10 CT11 CE05 CT01 CT05 CG06
16	Group project delivery	Group work	Face-to-face	02:00	90%	/ 10	CG05 CG07 CB06 CB07 CT08 CT09 CT10 CT11 CT01 CG06 CT05 CB10 CE05

#### 7.1.2. Global examination

Week	Description	Modality	Type	Duration	Weight	Minimum grade	Evaluated skills
17	Examen final	Written test	No Presential	02:00	100%	/ 10	CG05 CG07 CB06 CB07 CB10 CT08 CT09 CT10 CT11



## 8. Teaching resources

### 8.1. Teaching resources for the subject

Name	Type	Notes
THE ZERO MARGINAL COST SOCIETY JEREMY RIFKIN PALGRAVE MACMILLAN, 2014.	Bibliography	
WHAT'S MINE IS YOURS: HOW COLLABORATIVE CONSUMPTION IS CHANGING THE WAY WE LIVE RACHEL BOTSMAN, ROO ROGERS COLLINS, 2011	Bibliography	
WHY NATIONS FAIL DARON ACEMOGLU; JAMES A. ROBINSON CROWN BUSINESS, 2012	Bibliography	
THE SHARING ECONOMY: THE END OF EMPLOYMENT AND THE RISE OF CROWD-BASED CAPITALISM ARUN SUNDARARAJAN THE MIT PRESS, 2016	Bibliography	
THE WORLD IS FLAT: A BRIEF HISTORY OF THE TWENTY-FIRST CENTURY THOMAS L. FRIEDMAN MACMILLAN, 2005	Bibliography	
GIGGED: THE GIG ECONOMY, THE END OF THE JOB AND THE FUTURE OF WORK SARAH KESSLER PENGUIN RANDOM HOUSE, 2018	Bibliography	

## 9. Other information

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### 9.1. Other information about the subject

Sustainable Development Goals Work:

- SDG 1: End poverty. It studies how economic development based on private property in the presence of a legal and legal framework that respects economic and property freedoms is the only possible means to end poverty.
- SDG 8: Decent work and economic growth. The importance of reducing inequalities is emphasized so that economic growth can occur while maintaining a proportionally large middle class.
- SDG 12: Responsible consumption and production. It is analyzed how the effects of globalization produce situations of social injustice in different parts of the world, and the importance that the attitude of consumers has in this process.