

Teaching guide

IDENTIFICATION DETAILS

Degree:	Integral Leadership Program (UFV-Awarded Title associated with Excellens Programme)
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Faculty/School:	Legal and Social Science
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Course:	THE SOCIAL MEDIA
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Type:	Compulsory Internal	ECTS credits:	2
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Year:	3	Code:	72122
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Teaching period:	Sixth semester
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Teaching type:	Classroom-based
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Language:	English
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Total number of student study hours:	50
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Teaching staff	E-mail
María José Díaz López	m.diaz@ufv.es

SUBJECT DESCRIPTION

Desde que el hombre existe las redes sociales han jugado un papel clave en el proceso de influenciar y reforzar las identidades de los individuos, sus acciones, sus decisiones, sus interacciones con otros individuos y su participación individual en movimientos sociales de mayor o menor transcendencia histórica.

En la Era de Internet, ha emergido una nueva generación de Redes Sociales virtuales (llamadas comúnmente la Web 2.0), redefiniendo profundamente la manera en la que nos comunicamos, compramos, elegimos o desprestigiamos a un candidato político, hacemos negocios, nos informamos o formamos, interactuamos, tenemos relaciones amistosas o amorosas... todo ello desde una dimensión global, sin fronteras, sin límites aparentes. Como líder integral, el alumno debe entender y tener en cuenta estas nuevas fuerzas de poder y su influencia en distintos ámbitos.

La asignatura de Redes Sociales en el ILP (Integral Leadership Program) de Excellens (grado en Derecho y ADE) quiere llevar esta nueva realidad al alumno, expandiendo la visión y el uso que el propio alumno tiene sobre las redes sociales tanto para su propia utilidad como para la de su entorno.

In this context, the subject of Social Networks wants to focus on Sharing Economy and collaborative finance; how a society connected by the different networks is generating a new way of doing business, new working relationships, and finally a new collaborative economy.

The special attention will be paid to the subject of business model innovation, platform business models, value creation and value destruction in the context of the collaborative consumption.

GOAL

The course is designed to provide to the students of Management and Leadership the comprehensive understanding of the topic of the sharing economy and collaborative finance.

PRIOR KNOWLEDGE

No previous knowledge required.

COURSE SYLLABUS

SESSION 1: WHAT IS SHARING ECONOMY

What is the Sharing Economy and Collaborative Consumption: the phenomenon of peer-to-peer economy, its antecedents, emergence, and impact

SESSION 2: ONLINE PLATFORMS

Online Platforms as the center of the Sharing Economy: insights into online platforms' operations, growth, success, and failure trajectories

SESSION 3: TRUST

Trust as a prerequisite for the operation of the Sharing Economy, mechanisms of trust generation and development

SESSION 4: BUSINESS MODEL INNOVATION

Business model innovation of the Sharing Economy firms and their impact on the operations of the traditional companies in established industries. Sharing Economy versus Traditional Economy firms.

SESSION 5: VALUE CREATION POTENTIAL OF THE SHARING ECONOMY

Positive aspects of the Sharing economy: access versus ownership, better use of excess capacity, flexible employment and additional income, consumer empowerment

SESSION 6: VALUE DESTRUCTION POTENTIAL OF THE SHARING ECONOMY

Negative aspects of the Sharing Economy: problems (social costs, taxes, privacy, labor standards) and possible future scenarios for their resolution

SESSION 7: COLLABORATIVE FINANCE. PART 1

Non-profit Collaborative Finance. Types of businesses, opportunities, and challenges

SESSION 8: COLLABORATIVE FINANCE. PART 2

For-profit Collaborative Finance. Types of businesses, opportunities, and challenges

EDUCATION ACTIVITIES

Theoretical and practical classes
 Preparatory Readings
 Individual and team exercises

DISTRIBUTION OF WORK TIME

CLASSROOM-BASED ACTIVITY	INDEPENDENT STUDY/OUT-OF-CLASSROOM ACTIVITY
16 hours	34 hours
CLASSROOM-BASED ACTIVITY 16h	INDEPENDENT STUDY/OUT-OF-CLASSROOM ACTIVITY 34h

SKILLS

That the student develops his analytical capacity and the knowledge of the current society and the market.
 Capacity for innovation

LEARNING RESULTS

Students will have increased their knowledge of business model innovation, platform business models, value creation and value destruction in the context of the collaborative consumption.

Students will be able to grasp the concept of the Sharing Economy and Collaborative Consumption across different industries and settings, including the Collaborative Finance sector

Students will be able to understand the essential building blocks of the Sharing Economy (the platform, trust, digital mediation, peer-to-peer mode of operation)

Students will be able to distinguish between the Traditional and Sharing Economy modes of organizing business activities

Students will be able to assess value creation and value destruction aspects of the Sharing Economy

Students will be able to apply the knowledge they receive during the course to a practical situation

LEARNING APPRAISAL SYSTEM

Students will receive a pass / fail evaluation, based on attendance, participation and the final project. The results of the students' learning will be tested in a final project where the students develop and present a business idea for a sharing economy platform. This will allow them to apply the knowledge they receive during the course to a practical situation.

(*) It will be necessary to attend at least 80% of the classes, in order to qualify this concept and weigh in the final grade of the course.

To pass the course, a final grade of 5/10 will be necessary.

Those students that do not attend the lectures (with a justification) will be able to read the summaries of the sessions but will not be able to receive a full amount of information and learning on the subject.

If the course is not normally taken as established, the student should:

.- Apply for the corresponding academic dispensation.

.- Each case will be individually considered by the Professor to design an alternative learning assessment system.

To contact the teacher who will teach this class group, Oksana Gerwe, write to oksana@gerwe.com

BIBLIOGRAPHY AND OTHER RESOURCES

Basic

Working texts and lectures provided by the teacher