



COURSE UNIT (MODULE) DESCRIPTION

Course unit (module) title	Code
Sharing economy	

Academic staff	Core academic unit(s)
Coordinating: Assoc. Prof. Dr Ilona Kiaušienė Other: Vaidilutė Kaminskienė	Vilnius University Kaunas Faculty Institute of Social Sciences and Applied Informatics Muitinės str. 8, LT-44280 Kaunas

Study cycle	Type of the course unit
1	Individual Studies

Mode of delivery	Semester or period when it is delivered	Language of instruction
Face-to-face	Autumn/Spring semester	English

Requisites	
Prerequisites:	Co-requisites (if relevant):

Number of ECTS credits allocated	Student's workload (total)	Contact hours	Individual work
5	130	52	78

Purpose of the course unit		
Students will acquire knowledge about the characteristics of the sharing economy, will be able to identify the features and dimensions of the sharing economy as a business model, will learn to distinguish between existing initiatives, recognizing their advantages and disadvantages, and will develop analytical skills to study, analyse, and evaluate the development of the sharing market.		
Learning outcomes of the course unit	Teaching and learning methods	Assessment methods
Will be able to plan stages of activity and set goals while analysing the sharing market and performing tasks.	Active learning methods (situation modelling, group discussion); research-based methods (information search, analysis and synthesis, preparation and presentation of a report).	Evaluation of reports and completed tasks.
Will be able to independently collect, summarise and analyse the information required to complete assignments, applying information technologies.	Traditional lecture, problem-based teaching, active learning methods (group discussion, task performance), research-based methods (information search, analysis and synthesis, preparation and presentation of a report).	Midterm assessment; exam; evaluation of reports and completed tasks.
Will be able to explain the functioning principles of sharing platforms by identifying the advantages and disadvantages of new business models.	Traditional lecture, problem-based teaching, active learning methods (group discussion, task performance), research-based methods (information search, analysis and synthesis, preparation and presentation of a report).	Midterm assessment; exam; evaluation of reports and completed tasks.
Will be able to independently collect, analyse and evaluate economic situations by presenting the features of the sharing economy as a new business model.	Traditional lecture, active learning methods (situation modelling, group discussion, task performance), research-based methods (information search, analysis and synthesis,	Midterm assessment; exam; evaluation of reports and completed tasks.

	preparation and presentation of a report).	
Will be able to select and apply business innovations in order to increase organisational competitiveness.	Traditional lecture, active learning methods (situation modelling, group discussion, task performance), research-based methods (information search, analysis and synthesis, preparation and presentation of a report).	Midterm assessment; exam; evaluation of completed tasks.

Content	Contact hours							Individual work: time and assignments	
	Lectures	Tutorials	Seminars	Workshops	Laboratory work	Internship	Contact hours, total	Individual work	Tasks for individual work
Introduction to the course. Course objectives and intended learning outcomes, study and assessment methods, assessment strategy, deadlines and criteria, literature.	1						1		
The phenomenon of sharing in modern society. The concept of the sharing economy. The principles of the sharing economy.	2		2				4	4	Analysis and generalisation of literature on the topic (references 1, 3, 5, 7).
The impact of digital technologies on sharing. Emergence of digital technologies. The role and opportunities of sharing economy platforms. Digital intermediation in the sharing economy.	3		2				5	6	Analysis and generalisation of literature on the topic (references 1, 4, 9, 10), completion of assignments, discussions.
Sharing economy as a business model. Comparison of sharing economy and traditional business models. Challenges in applying sharing economy models.	4		2				6	8	Analysis and generalisation of literature on the topic (references 1, 2, 5, 6, 7), completion of assignments, discussions.
Models of sharing economy platforms. Distinctive features and characteristics of sharing economy platforms. Specific features of coordinating sharing economy platforms.	4		2				6	8	Analysis and generalisation of literature on the topic (references 1, 2, 5, 9), completion of assignments, discussions.
Advantages and challenges of the sharing economy. Challenges posed by sharing platforms to existing companies. Adaptation strategies of traditional companies to the sharing economy.	2						2	4	Analysis and generalisation of literature on the topic (references 2, 3, 7), completion of assignments, discussions.
The sharing economy in the context of sustainability. Links between the sharing economy and sustainable development. Positive and negative effects of the sharing economy on the environment.	4		2				6	8	Analysis and generalisation of literature on the topic (references 1, 4, 8, 10), completion of assignments, discussions.
Trust, satisfaction and reputation in the sharing economy. Factors determining user satisfaction. Systems of	4		2				6	8	Analysis and generalisation of literature on the topic (references 1, 2, 4, 5,

trust and reputation. Perceived consumer value and risk in the sharing economy.									6, 9), completion of assignments, discussions.
Value creation in the sharing economy. The importance of the sharing economy in modern society. Factors influencing user engagement in sharing platforms.	2						2	4	Analysis and generalisation of literature on the topic (references 1, 2, 3, 5, 6, 7, 8), completion of assignments, discussions.
The sharing economy and the labour market. New forms of employment. Regulation of the sharing economy. Legal regulation of business models based on the sharing economy. Legal challenges.	4		2				6	8	Analysis and generalisation of literature on the topic (references 1, 2, 7), completion of assignments, discussions.
Mapping the sectors of the sharing economy: trends, challenges and opportunities.	2		2				4	4	Analysis and generalisation of literature on the topic (references 1, 2, 3, 5, 6, 7, 10), completion of assignments, discussions.
Preparation for the midterm assessment								6	Individual learning, literature studies.
Consultations		2					2		
Examination		2					2	10	Individual learning, literature studies.
Total	32	4	16				52	78	

Assessment strategy	Weight %	Deadline	Assessment criteria
Completion of tasks (collecting and systematizing information about the sharing market, preparing a case study, analysis and summarization, group discussions, preparing a presentation, etc.)	30%	At scheduled time	Individual or group assignments. Assessment criteria: 10 points – questions fully answered, comprehensive knowledge demonstrated, supported by theoretical insights, critical evaluation shown, tasks completed correctly. 9 points – the essence of issues revealed, knowledge demonstrated, causes explained, tasks completed correctly. 8 points – relational knowledge and understanding demonstrated, main parts linked and integrated, tasks completed with minor mistakes. 7 points – multistructural knowledge demonstrated, focus on several key aspects though not fully connected, tasks completed with mistakes. 6 points – multistructural knowledge demonstrated but aspects not sufficiently related, tasks completed with mistakes. 5 points – unistructural knowledge demonstrated, answers limited to one aspect, factual listing, tasks with mistakes. 4–1 points – minimum requirements not met, incorrect or irrelevant facts used, questions answered incorrectly or not answered at all, tasks not completed. The use of generative AI models in performing assignments must be clearly indicated. Presentation assessment criteria: 1) clarity of analytical content; 2) quality of preparation (clarity, consistency); 3) quality of answers to audience questions (argumentation); 4) time management; 5) speaking quality (accuracy, fluency, comprehensibility). Final grade – arithmetic mean of completed tasks multiplied by 30%.
Midterm assessment	30%	Week 8–9	Consists of 10–15 open and/or closed questions and/or one task (of varying difficulty, from comprehension to evaluation). Assessment: 10 – demonstrates excellent knowledge and skills, all answers correct (95–100% correct); 9 – demonstrates very good knowledge and skills, minor mistakes (85–94% correct); 8 – demonstrates good knowledge and skills, some mistakes (75–84% correct); 7 – demonstrates below-average knowledge and skills, essential

			mistakes (65–74% correct); 6 – meets minimum requirements, contains many mistakes (55–64% correct); 5 – minimum level, contains many mistakes (45–54%); 4–0 – does not meet minimum requirements, incorrect, insufficient, or irrelevant answers (below 44% correct). The number of points obtained is multiplied by 30%.
Exam	40%	Scheduled exam date (during session)	Consists of 15–20 open and/or closed questions and/or two tasks (of varying difficulty, from comprehension to evaluation). Assessment: 10 – demonstrates excellent knowledge and skills, all answers correct (95–100% correct); 9 – demonstrates very good knowledge and skills, minor mistakes (85–94% correct); 8 – demonstrates good knowledge and skills, some mistakes (75–84% correct); 7 – demonstrates below-average knowledge and skills, essential mistakes (65–74% correct); 6 – meets minimum requirements, contains many mistakes (55–64% correct); 5 – minimum level, contains many mistakes (45–54%); 4–0 – does not meet minimum requirements, incorrect, insufficient, or irrelevant answers (below 44% correct). The number of points obtained is multiplied by 40%.
<p>A student's knowledge and abilities are assessed during the examination session only if midterm requirements and assignments are completed.</p> <p>All midterm assessments and exam results are graded on a scale from 1 to 10.</p> <p>The course is considered passed if:</p> <p>all midterm assessments are at least 5; the exam grade is at least 5.</p> <p>Results of interim assessments are published in the <i>Virtual Learning Environment</i> (https://emokymai.vu.lt/).</p>			
<p>For external students:</p> <p>Assignments – 30%, submitted no later than two weeks before the agreed exam date.</p> <p>Examination – 70%, held on the agreed date.</p>			

Author (-s)	Publishing year	Title	Issue of a periodical or volume of a publication	Publishing house or web link
Required reading				
1. Česnuitytė, V., Klimczuk, A., Miguel, C., and Avram, G. (Editors)	2022	The Sharing Economy in Europe: Developments, Practices, and Contradictions.		https://doi.org/10.1007/978-3-030-86897-0
2. Edited by Russell W. Belk, et al.	2019	Handbook of the Sharing Economy.		
3. Pérez-Pérez, C., Benito-Osorio, D., García-Moreno, S. M., and Martínez-Fernández, A.	2021	Is Sharing a Better Alternative for the Planet? The Contribution of Sharing Economy to Sustainable Development Goals.	Sustainability, 13(4), 1843.	https://doi.org/10.3390/s13041843
4. Pouri, M.J., and Hilty, L.M.	2018	Conceptualizing the Digital Sharing Economy in the Context of Sustainability.	Sustainability, 10, 4453.	https://doi.org/10.3390/s10124453
5. Siuskaite, D., Pilinkiene, V., & Zvirdauskas, D.	2019	The Conceptualization of the Sharing Economy as a Business Model.	Engineering Economics, 30(3), 373–381.	http://dx.doi.org/10.5755/j01.ee.30.3.21253
Recommended reading				
6. Netter, S., Gjerdrum Pedersen, E. R., and Lüdeke-Freund, F.	2019	Sharing economy revisited: Towards a new framework for understanding sharing models.	Journal of Cleaner Production, 221, 224-233.	https://doi.org/10.1016/j.jclepro.2019.02.225
7. World Economic Forum.	2016	Understanding the Sharing Economy.		https://www3.weforum.org/docs/WEF_Understanding_the_Sharing_Economy_report_2016.pdf

8. Karobliene, V., & Pilinkiene, V.	2021	The Sharing Economy in the Framework of Sustainable Development Goals: Case of European Union Countries.	Sustainability, 13, 8312.	https://doi.org/10.3390/s13158312
9. Sutherland, W., & Jarrahi, M. H.	2018	The sharing economy and digital platforms: A review and research agenda.	International Journal of Information Management	https://doi.org/10.1016/j.ijinfomgt.2018.07.004
10.		Shaping the Future of Digital Economy and New Value Creation.		https://www.weforum.org/platforms/shaping-the-future-of-digital-economy-and-new-value-creation