THE UNIVERSITY OF HONG KONG
HKU BUSINESS SCHOOL

MKTG3532 Platform Business Models and the Sharing Economy

GENERAL INFORMATION
Instructor: Prof. Chu Junhong
Email: chu123@hku.edu
Office: 720 K.K. Leung Building
Phone: 852 3910-3087
Consultation times: Tuesday 2-3 pm or by appointment

Tutor: TBA (no tutorials)

Pre-requisite(s): None
Co-requisite(s): None
Mutually exclusive: None

Course website: TBA
Other important details: none

COURSE DESCRIPTION
This course focuses on marketing strategies and emerging issues in platform business models and the sharing economy. It covers network effects, friction fighting, pricing, trust building, regulation and government, and ecosystem in such business models. The course also analyzes the business models of representative firms in some key sectors—lodging, ride-hailing, e-commerce, and online travel agencies. This course combines lectures, HBS cases, journal publications, and student group projects (presentations).

Students are encouraged to come up with business ideas around platforms and the sharing economy in different sectors, and hopefully they can implement these business ideas after graduation.

COURSE OBJECTIVES
1. Students can obtain up-to-date knowledge and skills on platform business models and the sharing economy.
2. Students can learn to use cutting-edge methods to analyze these new business models: Special features, pricing strategy, trust building, review systems, etc.
3. Students can learn how to translate related knowledge and skills into real business ideas.
4. Students will be provided with hands-on exercises of analyzing data from real platforms and sharing businesses using statistical software, interpret and communicate the results.

FACULTY LEARNING GOALS (FLGs)
FLG1: Acquisition and internalization of knowledge of the programme discipline
FLG2: Application and integration of knowledge
FLG3: Inculcating professionalism
FLG4: Developing global outlook
FLG5: Mastering communication skills
FLG6: Cultivating leadership

COURSE LEARNING OUTCOMES (CLOs)

<table>
<thead>
<tr>
<th>Course Learning Outcomes</th>
<th>Aligned Faculty Learning Goals (FLGs)</th>
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<tbody>
<tr>
<td>CLO1: Obtain up-to-date knowledge and skills on platform business models and the sharing economy.</td>
<td>FLG1, FLG2, &amp; FLG3</td>
</tr>
<tr>
<td>CLO2: Employ cutting-edge methods to analyze platform business models and the sharing economy.</td>
<td>FLG1, FLG2, &amp; FLG3</td>
</tr>
<tr>
<td>CLO3: Translate related knowledge and skills into real business ideas.</td>
<td>FLG1, FLG2, FLG3, FLG4, PLG5 &amp; PLG6</td>
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<tr>
<td>CLO4: Analyze data from real platforms and sharing businesses</td>
<td>FLG1, FLG2, FLG3, FLG5, FLG6</td>
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CLO5: Perform qualitative and quantitative techniques related to platform businesses using statistical software

CLO6: Interpret results and communicate results to management efficiently and effectively.

COURSE TEACHING AND LEARNING ACTIVITIES

<table>
<thead>
<tr>
<th>Course Teaching and Learning Activities</th>
<th>Expected Study Hours</th>
<th>Study Load (% of study)</th>
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<tbody>
<tr>
<td>T&amp;L1. Interactive Class Lectures/Case Discussions</td>
<td>30</td>
<td>25%</td>
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<tr>
<td>T&amp;L2. Self-study and case readings</td>
<td>20</td>
<td>16.7%</td>
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<tr>
<td>T&amp;L3. Data-Based Study and Analyses</td>
<td>20</td>
<td>16.7%</td>
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<tr>
<td>T&amp;L4. Group Projects</td>
<td>50</td>
<td>41.6%</td>
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<tr>
<td>Total</td>
<td>120</td>
<td>100%</td>
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Assessment Methods

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<tr>
<th>Assessment Methods</th>
<th>Brief Description (Optional)</th>
<th>Weight</th>
<th>Aligned Course Learning Outcomes</th>
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<tbody>
<tr>
<td>A1. Class participation</td>
<td>25%</td>
<td></td>
<td>CLO1, CLO2, CLO3, CLO4, CLO5</td>
</tr>
<tr>
<td>A2. Platform and sharing economy group project</td>
<td>50%</td>
<td></td>
<td>CLO1, CLO2, CLO3, CLO4, CLO5, CLO6</td>
</tr>
<tr>
<td>A3. Assignments</td>
<td>25%</td>
<td></td>
<td>CLO1, CLO2, CLO3, CLO4, CLO5</td>
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<tr>
<td>Total</td>
<td>100%</td>
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STANDARDS FOR ASSESSMENT

Course Grade Descriptors

A+, A, A- Very good to excellent performance on most or all assessment tasks
B+, B, B- Good to very good performance on most or all assessment tasks.
C+, C, C- Fair to good performance on most or all assessment tasks.
D+, D- Fair performance on most or all assessment tasks.
F Poor performance on most or all assessment tasks.

Assessment Rubrics for Each Assessment (Please provide us the details in a separate file if the space here is not enough)

A1. Class Participation

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<tr>
<td>Contribute to class discussions and activities actively and consistently</td>
<td>Contribute to class discussions and activities and regularly</td>
<td>Contribute to class discussions and activities occasionally Providing clear, accurate, relevant and helpful examples and analyses</td>
<td>Almost never contribute to class discussions and activities Providing mostly unclear, inaccurate, and irrelevant examples and analyses</td>
<td>Never contribute to class discussions and activities Always provide unclear, inaccurate, and irrelevant examples and</td>
</tr>
</tbody>
</table>
COURSE CONTENT AND TENTATIVE TEACHING SCHEDULE

1. Platform business models and the sharing economy: An Introduction

2. Network effects for Platforms

   Readings:

   (1) Chu and Manchanda (2016)
3. **Platform Strategy 1: Friction Fighters**
   **Readings:**
   1. Evans and Schmalensee (2016) Chapters 4 and 10

4. **Platform Strategy 2: Critical Mass**

5. **Platform Strategy 3: Pricing**
   **Readings:**
   1. Srinivasan (2021), Chapter 11

6. **Platform Strategy 3: Pricing**
   **Readings:**
   1. Srinivasan (2021), Chapter 11

7. **Platform Strategy 4: Trust Building**
   **Readings:**
   1. Srinivasan (2021), Chapter 4
   2. Reserve Bank of India (RBI) on P2P Lending 2022
   3. Evans and Schmalensee (2016), Chapter 9

8. **Platform Strategy 5: Governance and Regulation**
   **Readings:**
   1. Reserve Bank of India (RBI) on P2P Lending 2022
   2. WSJ 2021-09-13: The Facebook Files
   3. WSJ 2021-04-10 Alibaba Hit with Record $2.8 Billion Antitrust Fine in China
   4. Amazon's Brand Protection Report 2021
   5. 2021-04-10 国家市场监督管理总局行政处罚决定书·Alibaba (only for those who can read Chinese)

9. **Sharing Economy**
   **Readings:**
   1. The Economics, 2013, “The rise of the sharing economy”
   2. HBS Case 9-516-094 (Airbnb, Etsy and Uber: The 1st one thousand customers), 9-516-108 (Airbnb, Etsy and Uber: from 1000 to 1 million)
   3. Uber in Every Major City in the World, HBSP No. NTU113
   4. WeWork’s Prospectus

10. **Platform Business Models in Practice -- Online Marketplaces:** EBay, Amazon Marketplace, and Taobao

11. **Platform Business Models in Practice -- Search Engines:** Google and Baidu

12. **Platform Business Models in Practice -- Lodging and Online Travel Agencies:** Airbnb, Expedia and Ctrip
   **Student presentations**

13. **Student presentations**

**REQUIRED/RECOMMENDED READINGS & ONLINE MATERIALS (e.g. journals, textbooks, website addresses etc.)**

**Required Textbook(s)**
No required textbook

**Recommend Textbook(s) or Suggested Reading(s)**
2. HBR's 10 Must Reads on Platforms and Ecosystems
4. Russell W. Belk (Editor), Giana M. Eckhardt (Editor), Fleura Bardhi (Editor) *Handbook of the Sharing Economy*
- conducting mid-term survey in additional to SFTL around the end of the semester
- Online response via Moodle site
- Others: ________________________ (please specify)

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<tr>
<th>COURSE POLICY (e.g. plagiarism, academic honesty, attendance, etc.)</th>
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<tr>
<td>Academic Dishonesty:</td>
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<tr>
<td>The University Regulations on academic dishonesty will be strictly enforced. Please check the University Statement on plagiarism on the web: <a href="http://www.hku.hk/plagiarism/">http://www.hku.hk/plagiarism/</a></td>
</tr>
<tr>
<td>Academic dishonesty is behavior in which a deliberately fraudulent misrepresentation is employed in an attempt to gain undeserved intellectual credit, either for oneself or for another.</td>
</tr>
<tr>
<td>Where a candidate for a degree or other award uses the work of another person or persons without due acknowledgement:</td>
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<tr>
<td>1. The relevant Board of Examiners may impose a penalty in relation to the seriousness of the offence;</td>
</tr>
<tr>
<td>2. The relevant Board of Examiners may report the candidate to the Senate, where there is prima facie evidence of an intention to deceive and where sanctions beyond those in (1) might be invoked.</td>
</tr>
<tr>
<td>All written reports should be submitted in electronic form to the Teaching Assistant and professor before the due date/time. All submitted written reports will be subjected to Turnitin to check for possible plagiarism. A penalty of 20% per day will be imposed on late submission.</td>
</tr>
<tr>
<td>Plagiarism and copying of copyright materials are serious offences and may lead to disciplinary actions. You should read the chapters on “Plagiarism” and “Copyright” in the Undergraduate/Postgraduate Handbook for details. You are strongly advised to read the booklet entitled “What is Plagiarism?” which was distributed to you upon your admission into the University, a copy of which can be found at <a href="http://www.hku.hk/plagiarism">www.hku.hk/plagiarism</a>. A booklet entitled “Plagiarism and How to Avoid it” is also available from the Main Library.</td>
</tr>
<tr>
<td>To avoid intellectual property and copyright infringement, and/or violation of the Personal Data (Privacy) Ordinance, DO NOT upload HKU teaching-related materials including but not limited to course materials, marking schemes, examination papers, etc. to websites. If you have done so in the past, you are asked to take steps to take down relevant materials immediately.</td>
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<tr>
<th>ADDITIONAL COURSE INFORMATION (e.g. e-learning platforms &amp; materials, penalty for late assignments, etc.)</th>
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<tr>
<td>None</td>
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