Name of the course: EU Regulation on New Business Models and the Sharing Economy

Total number of hours: 10

Semester: 2º semester (spring)

Professor: Jaime Zarzalejos

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Office hours outside of class: Available at any time.

SESSION 1	**Class Topic**: Introduction to new business models and the sharing economy
	
	Activities in class:
	
	   i. Presentation by the professor of sessions and explanation of the Syllabus and Q&A (30 m).
	
	   ii. Presentation by the professor of session 1: Introduction to new business models and the sharing economy (90m)
	
	   iii. Debate about the irruption of new business models and the sharing economy (30m)
	
	Readings:
	
	• 'Scoping the Sharing Economy: Origins, Definitions, Impact and Regulatory Issues'. Cristiano Codagnone and Bertin Martens, Institute for Prospective Technological Studies Digital Economy Working Paper 2016/01. JRC100369 (25 pages)
	
	• 'An economic review on the Collaborative Economy', Georgios PETROPOULOS, Policy Department A (2016) (32 pages).

SESSION 2	**Class Topic**: EU Regulatory framework on new business models and the sharing economy
	
	Activities in class:
	
	   i. Presentation by the professor of session 2: EU Regulatory framework on new business models and the sharing economy (70 m).
	
	      a. EU regulation on the internal market.
	
	      b. EU regulation on information society services.
	
	      c. EU competition issues of new business models and the sharing economy.
	
	   ii. Presentation Case C-434/15. Asociación Profesional Elite Taxi v Uber Systems Spain, SL. (30m).

	iii. Debate about the case and regulatory implications (30m). **Readings:** • Directive 2006/123/EC of the European Parliament and of the Council of 12 December 2006 on services in the internal market (suggested). • Directive 2000/31/EC of the European Parliament and of the Council of 8 June 2000 (Directive on electronic commerce) (suggested). • Opinion of Advocate General Szpunar delivered on 11 May in Case C-434/15: Asociación Profesional Elite Taxi v Uber Systems Spain SL. (mandatory) • Judgment in Case C-434/15: Asociación Profesional Elite Taxi v Uber Systems Spain SL. (suggested)

SESSION 3	**MULTIPLE CHOICE TEST:**
	At the beginning of session 3 there will be a brief MCT covering lessons 1 and 2 (30m).
	
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	Class Topic: New business models and the sharing economy in transportation.
	
	Activities in class:
	
	i. Presentation by the professor of session 3 (90 m).
	
	    a. Business model analysis: Overview of the sector, entry barriers and requisites to carry out transportation services, stakeholder mapping and regulatory concerns arising from new business models and the sharing economy within the transportation market.
	
	    b. Regulatory analysis and comparative analysis within the EU.
	
	ii. Open debate regarding the regulatory challenges and regulations on the new business models and the sharing economy in transportation (20m)

SESSION 4	**Class Topic**: New business models and the sharing economy in hospitality and tourism.
	
	Activities in class:
	
	i. Presentation by the professor of session 3 (60 m).
	
	    a. Business model analysis: Overview of the sector, entry barriers, stakeholder mapping and regulatory concerns arising from new business models and the sharing economy within the accommodation market.
	
	    b. Regulatory analysis.

FINAL ASSESSMENT	**FROM THEORY TO PRACTICE: Moot Trial (option 1)** The class will be divided into different groups (claimant, defendant and judges). Each party will have to defend a case by submitting a statement of claim and the correspondent statement of defense. Once submitted, the parties will have to defend their cases orally before their fellow judges. At the end of the trial, the judges will have one week to pass a ruling.

	FROM THEORY TO PRACTICE: **Case Simulation (option 2)**
	The class will be divided into different groups. Each group will receive and email with doubts from either a new business model company or a traditional service provider. The groups will have to provide advice regarding the different regulatory concerns.
	FROM THEORY TO PRACTICE: **Case Presentation (option 3)**
	The class will be divided into different groups. Each group will have to present a new business model / sharing economy platform analyzing each of the points covered during the sessions (business model analysis, regulatory challenges and regulations and conclusions)

EVALUATION CRITERIA

ACTIVITIES	INDICATORS	EVALUATION WEIGHTING
Multiple Choice Test	• Capacity of analysis, prioritization of right content, ability to find solutions. • Oral presentation skills, and clarity of statements and content presented. • Logic and persuasiveness of the student's arguments, reactiveness to other students; opinions and ability to listen. • Team spirit and cooperative attitude within the class group.	**15%**
Debate	• Class participation and preparation of class materials.	**30%**
Final Assessment	• Degree of assimilation of course contents. • To be discussed during first class	**50%**
Attendance	• Regular attendance to classes	**5%**