

# MGMT 6290 TSTD 6290 Summer 2017 Draft Syllabus

## A Journey Through the Sharing Economy: Customer Experience Fieldwork in San Francisco, CA

### General Course Information

In Person / Online: July 19; August 2; August 16  
Off-Campus: August 19-26, 2017  
In Person: September 5-6

**Instructor:** Stuart Levy, PhD  
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### Course Description and Objectives

In 2011, Time Magazine declared collaborative consumption to be one of ten ideas that will change the world. Less than five years later, peer-to-peer marketplaces have shaken established industries to the core. According to a 2014 PwC report, nearly 20 percent of the US adult population has engaged in a sharing economy transaction. Most consumers familiar with the sharing economy perceive that it promotes affordability, sustainability, and builds stronger communities. At the same time, peer-to-peer experiences are often considered to lack consistency and suffer from a lack of trust. The travel and hospitality sector is at the epicenter of the sharing economy, with companies such as AirBNB, HomeAway, Uber, and Lyft experiencing huge growth relative to their established peers.

This blended learning course integrates fieldwork, corporate visits, and client presentations. Students are trained exposed to the context (i.e., historical and current issues involved in the sharing economy) and process (i.e., research methodology) via blended classes (in-person or online depending on student availability) before taking part in an eight-day residency in San Francisco. During this residency, student teams focused on one of four industry components (i.e., dining, lodging, transport, tours) will create their own peer-to-peer travel itinerary. Teams will analyze and provide insights and recommendations on the customer experiences in their respective industry components, and will also visit with a substantial variety of sharing economy companies. Students will conclude their experience by presenting their results to executives in this innovative marketplace.

After completing this course, students should be able to:

- Gain a thorough understanding of the travel and hospitality-based sharing economy
- Utilize a variety of qualitative methods to evaluate visitor experiences in the peer-to-peer marketplace
- Build upon important workplace skills (e.g., communication, teamwork, analytics) through experiential learning activities and client presentations
- Enhance professional networks through corporate visits and meetings

## Course Reading and Schedule

Chase (2015): *Peers Inc: How People and Platforms Are Inventing the Collaborative Economy and Reinventing Capitalism*

Krug (2014): *Don't Make Me Think, Revisited*

Additional course material will be provided via blackboard, handouts, and internet links.

This course includes lectures, projects, guest speakers, student presentations and reports. The accompanying course itinerary provides a reference in planning for assignments and discussion. *It is expected that the material referred to in the course itinerary will be covered during or approximately on the dates indicated; however, I may make discretionary changes to the syllabus and to the schedule when necessary in order to meet course objectives.* Students are expected to read and be prepared to discuss the material assigned for the date indicated, which will be posted on Blackboard. Homework assignments may be assigned for specific classes, and should be submitted at the beginning of class or before class on Blackboard, as instructed.

## Class Policies

### Participation Standards

Your active involvement during class discussions and activities is a key factor in making your overall learning experience a success. Therefore, you will be expected to participate. The following will determine your grade in the participation grade component: quality participation in class discussions as well as **prompt attendance** for activities and destination departures throughout the course. Negative participation (e.g., chatting, personal computing/texting during class, late arrivals, early departures) during both class and out-of-class activities will also affect your participation grade.

### Expected class behavior and etiquette:

1. Be in class on time.
2. Stay in class the entire period outside of breaks, unless it is an emergency.
3. Turn off ALL electronics (e.g., laptop, cell phone) unless indicated.
4. Be well prepared for class, and be prepared to participate.
5. Dress appropriately

### Attendance Policies

You are expected to attend every class, with attendance taken at the beginning of class. No makeup assignments for absences will be given.

### Assignment Policies

Course work must be handed in on the assignment due date by the beginning of class. Presentations must be delivered on the date assigned.

### Communication Policies

I will periodically send emails to you via Blackboard. Please be sure to check the email account which receives blackboard messages on a daily basis.

### Other Policies

All examinations, papers and other graded work products and assignments are to be completed in conformance with The George Washington University *Code of Academic Integrity*. The Code is printed in the Schedule of Classes and can be found on the GW website at <http://www.gwu.edu/~ntegrity/code.html>.

## Scoresheets and Rubrics for Deliverables

Rubric for Deliverables: All categories except <i>report structure and presentation structure</i>	Rating
<ul style="list-style-type: none"> <li>• <b>Content Knowledge.</b> Identifies, compiles, and effectively utilizes detailed, accurate and appropriate evidence to support all points. Irrelevant information is not included. Demonstrates a high depth of understanding of the issues. Analysis, discussion and conclusions were explicitly linked to examples and facts. Displays insight, and is convincing and satisfying. Follows instructions and guidelines in developing the content for each section.</li> </ul>	<input type="checkbox"/> <b>Excellent (10)</b> <input type="checkbox"/> <b>Proficient (9)</b> <input type="checkbox"/> <b>Competent (8)</b> <input type="checkbox"/> <b>Developing (7)</b> <input type="checkbox"/> <b>Needs Work (6)</b>

Rubric for Deliverables: <i>Presentation Structure</i>	Rating
<ul style="list-style-type: none"> <li>• <b>Presentation structure.</b> Prepared to present the topic and answer questions. Delivered with poise and comfort with the material. Engaged the class. For the team presentation, all group members contribute significantly to the presentation. Transitions are smooth, thoughtful, and clearly show how ideas relate to one another. The power point design is professional and attractive.</li> </ul>	<input type="checkbox"/> <b>Excellent (10)</b> <input type="checkbox"/> <b>Proficient (9)</b> <input type="checkbox"/> <b>Competent (8)</b> <input type="checkbox"/> <b>Developing (7)</b> <input type="checkbox"/> <b>Needs Work (6)</b>

Rubric for Deliverables: <i>Report Structure</i>	Rating
<ul style="list-style-type: none"> <li>• <b>Report Structure.</b> Spelling and grammar are accurate and appropriate for a scholarly presentation. Transitions are smooth, thoughtful, and clearly show how ideas relate to one another. Quality of citations used is appropriate for a scholarly presentation. Correct use of APA/MLA format for all citations and references. If used, graphs/tables are succinct, easy to understand, and well formatted.</li> </ul>	<input type="checkbox"/> <b>Excellent (10)</b> <input type="checkbox"/> <b>Proficient (9)</b> <input type="checkbox"/> <b>Competent (8)</b> <input type="checkbox"/> <b>Developing (7)</b> <input type="checkbox"/> <b>Needs Work (6)</b>

**Individual Report Scoresheet**

<b><u>Executive Summary (10%)</u></b>	<b>Needs Work</b>				<b>Excellent</b>
	6	7	8	9	10

Comments: \_\_\_\_\_

**Customer/Emotional Journey (10%)**

6	7	8	9	10
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Comments: \_\_\_\_\_

**User Experience Analysis (10%)**

6	7	8	9	10
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Comments: \_\_\_\_\_

**Importance-Performance Analysis (15%)**

<i>I-P Discussion</i> (10%)	6	7	8	9	10
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<i>Graph</i> (5%)	6	7	8	9	10
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Comments: \_\_\_\_\_

**Social Media Monitoring (10%)**

6	7	8	9	10
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Comments: \_\_\_\_\_

**Recommendations (10%)**

6	7	8	9	10
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Comments: \_\_\_\_\_

**Mystery Shop Forms (25%)**

<i>Form development</i> (20%)	6	7	8	9	10
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<i>Ratings/comments</i> (5%)	6	7	8	9	10
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Comments: \_\_\_\_\_

**Paper Structure (10%)**

6	7	8	9	10
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Comments: \_\_\_\_\_

**Team Report Scoresheet**

<b><u>Executive Summary (5%)</u></b>	<b>Needs Work</b>				<b>Excellent</b>
	6	7	8	9	10

Comments: \_\_\_\_\_

**Relevant Industry/Company Background (10%)**

	6	7	8	9	10
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Comments: \_\_\_\_\_

**Customer/Emotional Journey (10%)**

	6	7	8	9	10
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Comments: \_\_\_\_\_

**User Experience (10%)**

	6	7	8	9	10
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Comments: \_\_\_\_\_

**Social Media Monitoring (10%)**

	6	7	8	9	10
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Comments: \_\_\_\_\_

**Participant Observation (25%)**

Shop forms and ratings (15%)	6	7	8	9	10
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IP graph/discussion (10%)	6	7	8	9	10
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Comments: \_\_\_\_\_

**Recommendations/Insights (10%)**

	6	7	8	9	10
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Comments: \_\_\_\_\_

**Reflection (10%)**

	6	7	8	9	10
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Comments: \_\_\_\_\_

**Report Structure (10%)**

	6	7	8	9	10
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Comments: \_\_\_\_\_

**Team Presentation Scoresheet**

<b><u>Executive Summary (5%)</u></b>	<b>Needs Work</b>				<b>Excellent</b>
	6	7	8	9	10

Comments: \_\_\_\_\_

**Relevant Industry/Company Background (10%)**

	6	7	8	9	10
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Comments: \_\_\_\_\_

**Customer/Emotional Journey (10%)**

	6	7	8	9	10
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Comments: \_\_\_\_\_

**User Experience (10%)**

	6	7	8	9	10
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Comments: \_\_\_\_\_

**Social Media Monitoring (10%)**

	6	7	8	9	10
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Comments: \_\_\_\_\_

**Participant Observation (10%)**

IP graph/discussion (10%)	6	7	8	9	10
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Comments: \_\_\_\_\_

**Recommendations/Insights (15%)**

	6	7	8	9	10
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Comments: \_\_\_\_\_

**Presentation Structure (30%)**

	6	7	8	9	10
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Comments: \_\_\_\_\_

## Grading

Participation	15%
Blog / Journal Postings	20%
Individual Paper	15%
Group Paper	20%
Group Presentation	15%
Exam	15%

All assignments will be awarded a letter grade consistent with the following:

A	100-92	B-	81-80	F	below 70
A-	91-90	C+	79-78		
B+	89-88	C	77-72		
B	87-82	C-	71-70		