

COURSE NAME	Building your sharing economy business
ITC CODE	Shareen_EN_2023
DATES	From 6/11/2023 to 26/11/2023
PLACE/CLASSROOM	Campus ITC (Online)
DURATION	15 hours / 3 weeks
PLACES	15-40

CONTENTS

The course will be held in English with the following contents:

TOPICS:

Building your sharing economy business | Online training

This online course is built up of insights into the sharing economy, with focus on how you as an entrepreneur or established company can build or expand your business in the sharing economy. The course module is divided into three modules:

1. Business opportunities in the sharing economy
2. Tools for building a sharing community
3. Building a sharing business model

Format

The insights are communicated in three formats:

- In written manual combined with visuals, where you can access all the contents;
- In a video, where you can follow a presentation with the core take-aways and visuals.
- In a podcast, where you can listen to the content with the core take-aways.

Interactive format

There are further the following options for interacting with the content:

- Voluntary assignments which are distributed throughout the content. The exercise should be logged in the Moodle account for the students to receive feedback.
- Quizzes after each Module that are mandatory.

TEACHERS:

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PLATFORM:

Online-training platform of the Instituto Tecnológico de Canarias
<https://innovacion.itccanarias.org/>

METHODOLOGY:

Online training with access to the contents through videos, podcasts and a manual for each module. Students can adapt their connection schedule, and are required to complete a test per module in order to pass the course. In addition, three activities are proposed per module, to be sent through the Moodle platform.

At the beginning of the course, a survey is launched to find out the level of knowledge and expectations of the group.

There is a forum for announcements and another one for the presentation of the participants and the resolution of doubts.

The training will have two one-hour zoom connections between the students and the tutors to present the contents, solve problems and share results, as well as to learn about real examples of collaborative initiatives.

In addition, coinciding with the last day of training, a webinar will be organised on collaborative initiatives in Africa, with speakers presenting their successful initiatives/companies in the collaborative economy sector.