Lecturer: Keith Lewis

University/Company: B K LEWIS consulting

Country: United Kingdom

An investigation into the development and success of Airbnb the room/home rental organisation and a discussion of its future options

Content:
using a case study technique and working in groups students will research the history of Airbnb, consider how and why it has expanded for a local idea into a global phenomenon. Using analytical techniques and business and consumer models students will develop an understanding of the corporate development changes and its future thinking. What are the options for the company as it has revolutionised travel developments.

Methods:
Students, working in groups will self explore data, discover new information using the www as a research tool. All of this supervised by myself. They will create their own conclusions and support them under scrutiny of other students and so reflect on their own findings and recommendations.

Competences and skills to be acquired:
Analytical skills, research shills, group discussions, formulation of plans, application of 'real world' data using academic models. Presentation skills in preparation of plans and also verbal presentation skills

Prerequisites:
All students must be equipped with a laptop and be prepared to work in groups. The project should take place in a fully equipped laboratory complete with a 'beamer'

Language of instruction: English

Recommended for: Economics