COURSE DETAIL

PLATFORM BUSINESS MODELS AND THE SHARING ECONOMY
Country Hong Kong
Host Institution University of Hong Kong
Program(s) University of Hong Kong
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Economics Business Administration
UCEAP Course Number 129
UCEAP Course Suffix
UCEAP Official Title PLATFORM BUSINESS MODELS AND THE SHARING ECONOMY
UCEAP Transcript Title PLATFORM BUS MODELS
UCEAP Quarter Units 5.00
UCEAP Semester Units 3.30

Course Description

This course examines marketing strategies and emerging issues in platform business models and the sharing economy. It covers the special features, pricing, customer acquisition and management, trust building, ecosystem and governance of such business models. It also analyzes the business models of representative firms in several key sectors—lodging, ride-hailing, e-commerce, office sharing, and online travel—and the future trends of platform business models and the sharing economy. In addition to qualitative analysis, this course also discusses how data analytics are applied in these businesses and the special skills needed for such business models.

Language(s) of Instruction
English

Host Institution Course Number
MKTG3532

Host Institution Course Title
PLATFORM BUSINESS MODELS AND THE SHARING ECONOMY

Host Institution Course Details
https://ug.hkubs.hku.hk/f/course/253867/MKTG3532%20-%20Course%20Outline.pdf

Host Institution Campus

Host Institution Faculty
Business and Economics

Host Institution Degree

Host Institution Department

Course Last Reviewed
2022-2023

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