

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 Campus

Host Institution Faculty

Business and Economics

Host Institution Degree

Host Institution Department

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