

# 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

[Print](#)