COURSE DETAIL

INTERNET ECONOMICS
Country China
Host Institution Fudan University
Program(s) Fudan University
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Business Administration
UCEAP Course Number 118
UCEAP Course Suffix
UCEAP Official Title INTERNET ECONOMICS
UCEAP Transcript Title INTERNET ECONOMICS
UCEAP Quarter Units 4.50
UCEAP Semester Units 3.00

Course Description

The popularity of the Internet, the rise of ‘Internet +’, the in-depth use of e-commerce, social networks and various network platforms in enterprises have greatly changed the competition methods and strategies in the Internet era from the traditional competition strategies. The enterprises that cannot adapt to this new change are doomed to be at a disadvantage in the fierce competition and be eliminated. Then, what are the essence and characteristics of Internet economy, Internet + and Internet thinking? What are the characteristics of Internet platforms and their competitive strategies? What are the fundamental differences between the competitive strategies of Internet economy and traditional modes and their root causes? How should The Internet platform be designed? How should enterprises cope with the fierce competition in the Internet economy and develop corresponding strategies according to their own characteristics in order to gain the leading edge in the new economic pattern?

This course reviews the most important features of the Internet, platform features, lock effect and the scarcity of information products and services, winner-take-all and first-mover advantage in inevitability and coping strategies of the Internet economy, subversive innovation strategy and the long tail theory applicable occasions and matters needing attention in the Internet economy, the new product strategy of the Internet economy environment, pricing strategy, marketing strategy and channel strategy, to analyze O2O e-commerce mode of opportunities and challenges, to discuss the importance and strategic points of plate-based business model innovation, product development innovation and pricing model innovation in Internet platform economy, Internet finance platform strategy and cost-benefit analysis, as well as how enterprises use social networks to build, expand and maintain customer loyalty. This course also analyzes the network economic environment with Chinese characteristics and discusses the dynamic competitive strategy under the current network platform economic environment in China.

Language(s) of Instruction
Chinese

Host Institution Course Number
MANA130380

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INTERNET ECONOMICS

Host Institution Course Details

Host Institution Campus
Fudan University

Host Institution Faculty

Host Institution Degree

Host Institution Department
Management

Course Last Reviewed

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