

COURSE DETAIL

UNDERSTANDING CONSUMPTION

Country

Singapore

Host Institution

National University of Singapore

Program(s)

National University of Singapore

UCEAP Course Level

Lower Division

UCEAP Subject Area(s)

Economics Business Administration

UCEAP Course Number

16

UCEAP Course Suffix**UCEAP Official Title**

UNDERSTANDING CONSUMPTION

UCEAP Transcript Title

CONSUMPTION

UCEAP Quarter Units

6.00

UCEAP Semester Units

4.00

Course Description

Consumption has come to dominate our lives, is driving economies, yet also endangering the future of our planet. This course asks questions about consumption from multiple perspectives, such as how did consumption assume its prominent place, how do economists rationalize consumption, how do companies use behavioral models to craft marketing strategies, whether consumption is good or bad for society or the individual, or whether consumers need to be protected.

Language(s) of Instruction

English

Host Institution Course Number

GEC1006,GEH1016

Host Institution Course Title

UNDERSTANDING CONSUMPTION

Host Institution Course Details

<https://nusmods.com/modules/GEC1006/understanding-consumption>

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Course Last Reviewed

2022-2023

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