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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