

# 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 Campus

### Host Institution Faculty

### Host Institution Degree

### Host Institution Department

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