

COURSE DETAIL

DIGITAL PLATFORM ECONOMICS

Country

China

Host Institution

Fudan University

Program(s)

Fudan University

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Economics

UCEAP Course Number

168

UCEAP Course Suffix**UCEAP Official Title**

DIGITAL PLATFORM ECONOMICS

UCEAP Transcript Title

DIGIT PLATFORM ECON

UCEAP Quarter Units

4.50

UCEAP Semester Units

3.00

Course Description

The goal of this course is to introduce the classical theories in the field of digital and behavioral economics, combined with real cases. By taking the course, students can have a certain understanding of the basic knowledge, current development and research frontiers in the field of digital and behavioral economics.

This course will take digital economics as the main line and basis. Firstly, it introduces the composition and development of digital economics from the macro-perspective. Besides, it mainly focuses on the platform economics, which is a new organizational form spawned by the digital economics. The lecture will cover topics including the development of platform, the main characteristics, the core problem, special issues and the regulation. Some relevant behavioral studies will also be introduced in order to help better understand the platform and its participants 'strategic behavior and intention.

Language(s) of Instruction

English

Host Institution Course Number

MANA130413

Host Institution Course Title

DIGITAL PLATFORM ECONOMICS

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

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