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 Course Details

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Course Last Reviewed

2023-2024

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