COURSE DETAIL

ECONOMICS OF DIGITAL PLATFORMS
Country Singapore
Host Institution Nanyang Technological University
Program(s) Nanyang Technological University
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Economics
UCEAP Course Number 111
UCEAP Course Suffix
UCEAP Official Title ECONOMICS OF DIGITAL PLATFORMS
UCEAP Transcript Title ECON DIGITAL PLATFM
UCEAP Quarter Units 4.50
UCEAP Semester Units 3.00

Course Description

This course provides an analysis of multi-sided platform businesses like those run by Alibaba, Amazon, Apple, Facebook, Google and Tencent that dominate the current economy. Students will examine the economic and strategic questions these business raise that that policymakers and market participants are grappling with and the unique economic issues pertaining to these businesses. Topics include (i) the economic features of multi-sided platforms (e.g.., definitions of platforms, network externalities, pricing and competition between platforms); (ii) strategic issues faced by platforms (e.g., launching, platform design, leakage, revenue model); (iii) emerging policy issues (e.g., platform mergers, self-preferencing, abuse of dominance). This course has pre-requisites in microeconomics.

Language(s) of Instruction
English

Host Institution Course Number
HE3035

Host Institution Course Title
ECONOMICS OF DIGITAL PLATFORMS

Host Institution Course Details
https://www.ntu.edu.sg/sss/undergraduate-education/curriculum/economics-curricu…

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department
Economics

Course Last Reviewed
2024-2025

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