

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 PLATFDM

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 Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Economics

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