國立東華大學

課　綱　Course Outline
經濟學系博士班國際組

中文課程名稱 Course Name in Chinese	平台經濟學				
英文課程名稱 Course Name in English	Platforms Economics				
科目代碼 Course Code	EC__D0110	班　別 Degree	博士班 Ph.D.		
修別 Type	選修 Elective	學分數 Credit(s)	3.0	時　數 Hour(s)	3.0
先修課程 Prerequisite					

課程目標
Course Objectives

Digital platforms are becoming increasingly important. Two-sided markets extend traditional consumption mode in many domains today. Examples include short-term accommodation sharing, delivery services, resale- and auction platforms, as well as ride sharing markets. Importantly, the platform principle bears several particularities which will be examined in this course. Central to the design and operation of digital platforms is the existence of network effects. Two-sided markets includes different user types and motives, which will be discussed as well. The aim of the course is to introduce students to the new information economy and the economics of network industries. Students are expected to gain insight into how the specific features of platforms affect market structure, firms' strategies and business models, as well as public policy in network industries. At the end of the course, students should be able to use methods and models of microeconomics and industrial organization to understand and analyze the competitive dynamics in network industries.

系教育目標
Dept.'s Education Objectives

1	培育具獨立學術研究與專業能力之優秀經濟人才 Foster potential talents with professional knowledge and empirical skills in economics

系專業能力 Basic Learning Outcomes	課程目標與系專業能力相關性 Correlation between Course Objectives and Dept.'s Education Objectives

A	數理分析能力：通曉經濟學的高階理論技巧，應用數學與賽局解決經濟議題的能力 Mathematical analysis skills: Mastering in advanced application of mathematical theories and game theory in analyzing economic issues	●
B	實證經濟分析能力：通曉經濟學的高階實證技巧，善用資訊科技進行資訊蒐集、資料統計與計量分析。 Empirical analysis skills: Mastering in advanced application of statistics and econometrics in data collection and examination	
C	觀經濟之闡釋能力：通曉高階個體經濟學相關的理論與應用 Microeconomic perspective: Thorough understanding of advanced microeconomic theories and relevant application	●
D	宏觀經濟之闡釋能力：通曉高階總體經濟學相關的理論與應用 Macroeconomic perspective: Thorough understanding of advanced macroeconomic theories and relevant application	
E	樂活能力：具備適應現代社會的高階學養以及就業能力 Employment opportunities: Capabilities of advanced working on important policy and decision challenges in business and government	●
F	溝通表達能力：思路清晰，有能力與人溝通並撰寫高階專業研究報告 Communication skills: Having a clear mind and profound ability in presenting advanced professional academic research	●

圖示說明Illustration：● 高度相關 Highly correlated ○中度相關 Moderately correlated

課程大綱
Course Outline

The course's objective is to convey a basic understanding of digital platforms and platform business models. The course will cover the following subjects:
1. Introduction to platform economics
2. Multi-homing and single-homing
3. Pricing and price strategy in platforms
4. Consumer's privacy
5. Advertisement on platforms
6. The sharing economy
7. User motives and user types
8. The economics of multi-sided markets

資源需求評估（師資專長之聘任、儀器設備的配合···等）
Resources Required (e.g. qualifications and expertise, instrument and equipment, etc.)

課程要求和教學方式之建議
Course Requirements and Suggested Teaching Methods

Students are supposed to have a basic knowledge of microeconomics and game theory, but the relevant concepts and tools are reviewed in class.

其他
Miscellaneous

Journal articles.
The Economics of Network Industries, Oz Shy, Cambridge University Press.