



**ASIASchool
of Business**

in collaboration with MIT Sloan Management

ACE & ASB
AGILE CONTINUOUS EDUCATION

MICRO-CREDENTIAL IN PLATFORMS: MARKETPLACES AND DIGITIZATION

MARKET DESIGN AND STRATEGY

(HRDCorp Course Series No: 10001540078)

Faculty Professor Melati Nungsari

**Videos are available beginning
June 2, 2025**

After watching the required videos,
live sessions are on:

- June 14, 2025
- June 21, 2025
- July 5, 2025
- July 12, 2025

Course Credits:
1.5 Credits



asb.edu.my/ace



Course Overview

This course provides an overview of topics in advanced business economics. The course is divided into three modules – 1) Market Design, Platforms & Matching Theory, 2) Auction Theory & Design, and 3) Game Theory with Incomplete Information.

Module 1: Market Design, Platforms & Matching Theory - learners will study how platforms are different from traditional businesses and what constitutes a good marketplace. They will be exposed to how network affects and externalities factor into the operation of a business and how to design platform pricing that is effective and matches unique market segmentation and differentiation.

Module 2: Auction Theory & Design - students examine how to design an auction to achieve their business objectives. From identifying if the business is buying or selling a product and, deciding on negotiation or auction processes, students will look at valuations, types of auctions, auction designs and examples of auctions.

Module 3: Game Theory - students will analyze strategies on how to deal accordingly when competing with other companies based on how much information they have of their competitor. This involves understanding mixed strategies, adverse selection, incomplete information, moral hazard, signaling and holdup issues, and other related theories like the Nash Equilibrium.

The classes will cover basic theoretical models, as well as applications in the form of games, online experiments, discussions, case studies, and discussing topics from speakers of popular local and regional platforms. It provides a series of useful concepts and frameworks, which can be directly applied by managers to solve real-world strategic problems.



Course Outline

Through a combination of videos, quizzes, experiments, and guest lectures, you will learn the following:

1. **What makes platforms different than traditional businesses:** the study of networks effects and how they fundamentally change how customer acquisition works.
2. **Practical tips on how to build marketplaces well:** by learning from industry experts and case studies, you will be able to spot what types of marketplaces will die and which will thrive.
3. **Basics on matching theory and what makes matching markets different than traditional market:** expand your knowledge on the fundamentals of economics, markets, by exploring different types of markets and how the dynamics will differ accordingly.
4. **Auction theory:** you will learn what an auction is, how to design one, and how to compete in one to achieve your objectives.
5. **The best way to decide who gets what and why:** we will explore negotiations versus auctions in an attempt to figure out what's the most efficient way to allocate resources.
6. **Strategic thinking in the presence of limited or incomplete information:** through the lens of game theory, a Nobel Prize-winning theory of studying strategic interactions between different parties, you will learn how to best anticipate the moves of your competitors in order to formulate your best response to them.





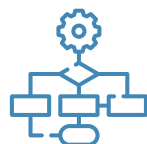
Course Learning Outcomes

At the completion of the course, you will be able to:



Outline

and understand the fundamental characteristics surrounding platform businesses and businesses with network effects.



Explain

the nature of competition amongst businesses and develop strategic thinking by utilizing game theoretic models.



Master

the knowledge of auctions, specifically on how to optimize actions within one and how to create one as a designer.

Assessment

1. Homework Assignments (2)	50%
2. Quizzes	20%
3. Final Project	30%

Who Should Take This Course

- Business leaders and executives seeking to understand platform and auction theory and more advance economics topics such as game theory and strategy
- Entrepreneurs people in business who want to understand how to build marketplaces
- Regulators interested in understanding how platforms are distinct from traditional businesses and how to best govern them
- Individuals interested in understanding the evolving business landscape of platforms and how it has changed, and will continue changing, the way we interact with businesses
- Business strategists looking to drive innovation and competitive advantage through a deeper understanding of economics

Academic Requirements/Prerequisites

Basic understanding of supply and demand would be nice to have but is not compulsory.

Duration

Total 5 to 6 weeks (this includes time for learners to watch videos before the first live session).

Course Credits

1.5 credit course

Fees

RM8,500

Course Commencement Date

June 2, 2025

Live-session dates in table below:

Live-session	Date and Time
First Live-session (half day)	Saturday, June 14, 2025 2:00 a.m. – 5:15 p.m. (Malaysian Time)
Second Live-session (half day)	Saturday, June 21, 2025 2:00 a.m. – 5:15 p.m. (Malaysian Time)
Third Live-session (half day)	Saturday, July 5, 2025 2:00 a.m. – 5:15 p.m. (Malaysian Time)
Fourth Live-session (half day)	Saturday, July 12, 2025 2:00 a.m. – 5:15 p.m. (Malaysian Time)

Faculty



Dr. Melati Nungsari is a microeconomist at Asia School of Business, where she is an Associate Professor of Economics and Faculty Director at the ASEAN Research Center. She also oversees the research portfolio of the school through her role as the Deputy Dean for Research and holds an affiliation at MIT Sloan School of Management in Boston. She received her Bachelors of Arts in Mathematics and Economics (Magna Cum Laude) with Honors in Mathematics from Knox College, and her PhD in Economics from the University of North Carolina at Chapel Hill. While at Chapel Hill, she was a Chancellor's Fellow with the Royster Society. She is also a member of Phi Beta Kappa, the most prestigious academic honor society in the US.

Dr. Melati studies industrial organization, public economics, market design, and economic education. She is a well-known academic for her research on two-sided matching platforms with search mechanisms, studying how companies strategically utilize pricing to mitigate negative externalities within these platforms.

She has published various research papers on pedagogy, economic education, services marketing, and refugee studies. Her contributions to the academic sphere also extend to public policy issues, integration of refugees into the labor market, creation of retirement policies in Chile and Malaysia, and labor market discrimination. Her work has been funded by various international entities including the World Health Organization, Citi Foundation, and the United Nations, amongst others.

Beyond her academic pursuits, Dr. Melati actively engages in public discourse through op-ed writing, public scholarship, and public speaking. Prior to joining ASB, she held faculty positions at prestigious institutions such as Davidson College and Butler University in America. She's a second-generation economist and is originally from Penang, Malaysia.

RM8,500 or approx USD1,848*

*This ACE course, which is part of ASB's accredited degree program, is exempted from Malaysian SST.

The ACE courses are:

- Stackable to degrees. They can be combined to gain eligibility to apply for comprehensive qualifications, culminating in the ASB Master of Business Administration (full-time 12 months) or Executive Master of Business Administration degrees (part-time 16 months).

Register now for this course:



Asia School of Business, ASB Academic,
11 Jalan Dato' Onn, 50480 Kuala Lumpur

Ministry of Higher Education Malaysia
Registration No: DU046(W)

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