Summary
The course introduces the participants to industry analysis. Participants will learn how to identify and analyze industries with a particular focus on how industries evolve thanks to technological developments, in particular digitalization, as well as regulation.

Content
The course will present the different approaches to industry analysis, as well as the different methodologies and tools which are generally used to perform such analyses. In this respect, Porter's five forces framework, the techniques used to analyse the degree of competition, the regulatory environment, business models, value chains, as well as other concepts and tools generally used to assess industry dynamics and trends will be presented. Furthermore, the course will discuss future trends both from a theoretical as well as from a practical perspective. Particular attention will be paid to environmental changes and their subsequent impacts upon industry, such as regulatory and technological changes. Finally, the course will also consider the issue of industry evolution and corresponding models, in particular the question of convergence across industries due to digitalisation.

Keywords
Industry analysis, industry trends, business models, industry change, business regulation, digitalisation

Learning Prerequisites
Important concepts to start the course
Markets, competition, firms, digitalisation

Learning Outcomes
By the end of the course, the student must be able to:
• Demonstrate the ability to conduct an industry analysis
• Analyze a concrete industry (case)

Transversal skills
• Plan and carry out activities in a way which makes optimal use of available time and other resources.

Teaching methods
Lectures by the professor.
Participants develop their own industry analysis during the course.

Expected student activities
Conduct an industry analysis alone or in a team
Communicate the results of the analysis effectively

Assessment methods
Continuous assessment combining:
80% written report
20% oral presentation

Supervision
Office hours Yes
Others Thursdays 16-18h

Resources
Bibliography
See: http://mir.epfl.ch

Ressources en bibliothèque
• Chair Management of Netword Industries
• Strategic and competitive analysis/Fleisher

Prerequisite for
None