MGT-453

Industry dynamics, models & trends

Finger Matthias

Cursus	Sem.	Type
Management, Technology and Entrepreneurship minor	E	Opt.
Managmt, tech et entr.	MA2, MA4	Opt.
Robotics	MA2	Opt.

Language of teaching	English
Credits	4
Withdrawal	Unauthorized
Session	Summer
Semester	Spring
Exam	During the semester
Workload	120h
Weeks	14
Hours	**3 weekly**
Lecture	3 weekly
Number of positions	

Il n'est pas autorisé de se retirer de cette matière après le délai d'inscription.

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, and regulatory constraints.

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 the participants will be required toi 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

- Strategic and competitive analysis/Fleisher
- Chair Management of Netword Industries

Prerequisite for

None