

MGT-453

**Industry dynamics, models & trends**

Finger Matthias

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

Language of teaching	English
Credits	4
Withdrawal Session	Unauthorized Summer
Semester	Spring
Exam	During the semester
Workload	120h
Weeks	14
<b>Hours</b>	<b>3 weekly</b>
Courses	3 weekly

**Number of positions**

**It is not allowed to withdraw from this subject after the registration deadline.**

**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 Network Industries](#)
- [Strategic and competitive analysis/Fleisher](#)

**Prerequisite for**

None