

NIRMA UNIVERSITY
Institute of Management
Masters of Business Administration (Full Time) Programme

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Course Code	MFT5GEXX17
Course Title	Industry Analysis

Course Learning Outcomes (CLO):

At the end of the course, the students will be able to:

1. Identify the key environmental factors shaping an industry
2. Demonstrate ability to use tools and methodologies for performing analysis for various types of industries
3. Develop a detailed professional report of Industry Analysis conducted.

Syllabus

Teaching Hours

Unit I: Overview and Classification <ul style="list-style-type: none"> • An overview of the various types of industries • Industry and sector classifications 	05
Unit II: Industry Growth and Evolution <ul style="list-style-type: none"> • Industry life cycle analysis • Development of an industry • The impact of regulation on industry structure • Technological change and industry structure 	05
Unit III: Conducting Industry Analysis <ul style="list-style-type: none"> • Tools and techniques for Industry analysis • Preparation of a professional report on Industry analysis 	05

Suggestion Readings:

1. Porter, M. E., Competitive strategy: Techniques for analyzing industries and competitors. Simon and Schuster.
2. Fleisher, C. S., & Bensoussan, B. E., Strategic and competitive analysis: methods and techniques for analyzing business competition (p. 457). Upper Saddle River, NJ: Prentice Hall.

w.e.f. Academic Year 2019-20 and onwards