Tasmanian School of Business & Economics (TSBE) (School)
College of Business and Economics (College)

BAA747
INDUSTRY ANALYSIS

12.50 Credit points

Semester 2, 2019
Unit Outline

Unit Coordinator
AKM Shahidullah
CONTACT DETAILS

Unit coordinator

Unit coordinator: AKM Shahidullah
Campus: Sandy Bay
Email: AKM.Shahidullah@utas.edu.au
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WHAT IS THE UNIT ABOUT?

Unit description

Finding a profitable industry is one way entrepreneurs try to create long-term profitability for their ventures. Equally, or even arguably more, important is developing a successful strategy within a chosen industry as the basis for competitive advantage. To do this, entrepreneurs must understand the industries in which they operate. Industries vary dramatically in the economics that drive costs and product/service differentiation. For some, scale is critical to driving costs down; for others, products or services suffer from perishability. In addition, industries vary greatly in their social, political, regulatory, technological, and other practices.

This unit is designed to provide you with a theoretical and conceptual grounding in the factors that differentiate industries and that are critical to crafting a venture strategy. It also introduces you to various industry experts that offer you practical insights into starting a business in their industry.

The unit Industry Analysis adopts the perspective of the entrepreneur or general manager, rather than a specialist in a particular field of business. The first half of the unit focuses on developing your knowledge and skills to understand, analyse and apply theory about the economics of industries. The second half exposes you to expert entrepreneurs from a range of industries to illustrate some of the both tacit and explicit rules of behaviour, critical influences, customer characteristics, etc. of each industry. The experts will guide you based on your interests with regard to your venture ideas or opportunity recognition in the industry.

Intended Learning Outcomes

On completion of this unit, you will be able to:

1. Explain the theories about industry analysis and inter-firm interactions and apply them to start-ups and entrepreneurial firms.
2. Analyse and solve problems associated with industry definitions, industry analysis, and industrial change.
3. Develop, communicate and justify a detailed industry analysis.
Graduate Quality Statement

Successful completion of this unit supports your development of course learning outcomes, which describe what a graduate of a course knows, understands and is able to do. Course learning outcomes are available from the Course Coordinator. Course learning outcomes are developed with reference to national discipline standards, Australian Qualifications Framework (AQF), any professional accreditation requirements and the University of Tasmania’s Graduate Statement.

The University of Tasmania experience unlocks the potential of individuals. Our graduates are equipped and inspired to shape and respond to the opportunities and challenges of the future as accomplished communicators, highly regarded professionals and culturally competent citizens in local, national, and global society. University of Tasmania graduates acquire subject and multidisciplinary knowledge and skills, and develop critical and creative literacies and numeracies and skills of inquiry. They demonstrate the ability to apply this knowledge in changing circumstances. Our graduates recognise and critically evaluate issues of social responsibility, ethical conduct and sustainability, are entrepreneurial and creative, and are mindful of their own wellbeing and that of the community. Through respect for diversity and by working in collaborative ways, our graduates reflect the values of the University of Tasmania.

Alterations to the unit as a result of student feedback

N/A

Prior knowledge &/or skills

N/A
Assessment schedule

<table>
<thead>
<tr>
<th>Assessment task</th>
<th>Date due</th>
<th>Percent weighting</th>
<th>Links to Intended Learning Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Discussion topic posts (DTP): Briefing note; position paper; case study; situation analysis</td>
<td>Not Yet Determined</td>
<td>20 (4x5)</td>
<td>LO1, LO2, LO3</td>
</tr>
<tr>
<td>Response post: critiquing a DTP and post to discussion forum</td>
<td>Not Yet Determined</td>
<td>10 (5x2)</td>
<td>LO1, LO2, LO3</td>
</tr>
<tr>
<td>Presentation (Industry Report)</td>
<td>Not Yet Determined</td>
<td>20</td>
<td>LO1, LO2, LO3</td>
</tr>
<tr>
<td>Final Report (after presentation)</td>
<td>Not Yet Determined</td>
<td>50</td>
<td>LO1, LO2, LO3</td>
</tr>
</tbody>
</table>

Assessment details

Assessment task 1: MyLO Online Forum Discussion Posts

[1a) Briefing note; 1b) Position paper; 1c) Case study; 1d) Situation analysis]

Online Discussion Topic Posts (DTPs) will enable you to apply concepts learned in workshops and from literature review, practical industrial contexts, and discussions with the lecturer and other students. The lecturer will set 4 topics to be discussed and critiqued. The answers/posts to the topics will be demanded in the form of a Briefing Note, Position Paper, Case Solution, Situation Analysis etc. You are to reply to the all 4 DTPs. Discussion boards will maintain a specific schedule for posts to occur during the study period. Assessments will be provided in a rubric in the ‘Assessment’ folder on MyLO. Posts will be judged in terms of the following criteria (to be embedded in the relevant Rubric):

<table>
<thead>
<tr>
<th>Criterion Number</th>
<th>Criterion Description - Briefing Note</th>
<th>Measures ILO:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Evidence of research and critical analysis and review of topic assigned for discussion;</td>
<td>LO1, LO2, LO3</td>
</tr>
<tr>
<td>2</td>
<td>Knowledge of business terms, concepts, processes and theories;</td>
<td>LO1, LO2, LO3</td>
</tr>
<tr>
<td>3</td>
<td>Professional, clear and easily understood English - structure, transition and grammatical accuracy; and</td>
<td>LO1, LO2, LO3</td>
</tr>
<tr>
<td>Task</td>
<td>Criterion Description</td>
<td>LO1, LO2, LO3</td>
</tr>
<tr>
<td>------</td>
<td>-----------------------</td>
<td>---------------</td>
</tr>
<tr>
<td>4</td>
<td>Overall compliance to the structure of an ideal ‘briefing note’ as discussed in the class</td>
<td>LO1, LO2, LO3</td>
</tr>
<tr>
<td>1</td>
<td>Evidence of research and critical analysis and review of topic assigned for discussion;</td>
<td>LO1, LO2, LO3</td>
</tr>
<tr>
<td>2</td>
<td>Clearly stated position – supported with business terms, concepts, processes and theories;</td>
<td>LO1, LO2, LO3</td>
</tr>
<tr>
<td>3</td>
<td>Professional, clear and easily understood English - structure, transition and grammatical accuracy; and</td>
<td>LO1, LO2, LO3</td>
</tr>
<tr>
<td>4</td>
<td>Overall compliance to the structure of an ideal ‘position paper’ as discussed in the class</td>
<td>LO1, LO2, LO3</td>
</tr>
<tr>
<td>1</td>
<td>Evidence of clear understanding and critical analysis of the information as surfaced in the case;</td>
<td>LO1, LO2, LO3</td>
</tr>
<tr>
<td>2</td>
<td>Suggestions on practical solution and alternatives – supported with relevant business terms, concepts, processes and theories;</td>
<td>LO1, LO2, LO3</td>
</tr>
<tr>
<td>3</td>
<td>Professional, clear and easily understood English - structure, transition and grammatical accuracy;</td>
<td>LO1, LO2, LO3</td>
</tr>
<tr>
<td>4</td>
<td>Overall compliance to the structure of an ideal ‘case solution guidelines’ as discussed in the class</td>
<td>LO1, LO2, LO3</td>
</tr>
<tr>
<td>1</td>
<td>Evidence of understanding and critical analysis of the given business situation;</td>
<td>LO1, LO2, LO3</td>
</tr>
<tr>
<td>2</td>
<td>Ability to link the situation with relevant business lenses such as: business terms, concepts, processes and theories;</td>
<td>LO1, LO2, LO3</td>
</tr>
<tr>
<td>3</td>
<td>Professional, clear and easily understood English - structure, transition and grammatical accuracy; and</td>
<td>LO1, LO2, LO3</td>
</tr>
<tr>
<td>4</td>
<td>Overall compliance to the structure of an ideal ‘Situation Analysis Guidelines’ as discussed in the class</td>
<td>LO1, LO2, LO3</td>
</tr>
</tbody>
</table>

**Task Length**

Each of the above Tasks will be ideally comprised of 750 – 1000 words

**Due by date**

Not Yet Determined
Assessment task 2: Response Posts Reviewing/Critiquing Briefing note/Position paper/Case study/Situation analysis

In this task you are expected to critique any two of the 4 posts made by other under AT 1. You need to review, make counter arguments, and justify/nullify other’s position. To this end, you need to deconstruct or add to other’s assumption or thesis with your own logic or arguments. Knowledge of relevant business literature (to be provided), practical industrial contexts, and class discussions with the lecturer and other students will be instrumental in preparing the task. Discussion boards will maintain a specific schedule for response to occur during the semester. Assessments will be provided in a rubric in the ‘Assessment’ folder on MyLO. The task will be evaluated based on the following criteria (to be embedded in the relevant Rubric):

<table>
<thead>
<tr>
<th>Criterion Number</th>
<th>Criterion Description</th>
<th>Measures ILO:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Evidence of research and critical analysis including counter narrative, arguments and examples</td>
<td>LO1, LO2, LO3</td>
</tr>
<tr>
<td>2</td>
<td>Knowledge of business terms, concepts, processes and theories</td>
<td>LO1, LO2, LO3</td>
</tr>
<tr>
<td>3</td>
<td>Professional, clear and easily understood English - structure, transition and grammatical accuracy; and</td>
<td>LO1, LO2, LO3</td>
</tr>
<tr>
<td>4</td>
<td>Overall construction of the position and conclusions</td>
<td>LO1, LO2, LO3</td>
</tr>
</tbody>
</table>

Task Length: 750 – 1000 words

Due Date: Not Yet Determined

Assessment Task 3: Presentation of the Final Report

Industry Presentation - Building on assessment task 2, in this assessment task you will be required to do a twenty (20) minute presentation outlining the main findings of your industry analysis. In addition to the presentation, you will be asked to respond to around ten (10) minutes of direct questioning about the content of your report and the findings of your analysis.

<table>
<thead>
<tr>
<th>Criterion Number</th>
<th>Criterion Description</th>
<th>Measures ILO:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Preparation Content and Outlook of the Presentation materials</td>
<td>LO1, LO2, LO3</td>
</tr>
</tbody>
</table>
Assessment Task 4: Industry Analysis Report (post-presentation final copy)

Task description: Industry Report - Building on the workshop-lessons, guidelines, literature, and in-depth key informant interviews you are required to prepare this assessment task 4, i.e., Industry Report. As far as in-depth interview concerns, you will select three industry experts/practitioners who will be able to provide valuable information and insights about the specific industry you will be researching. A prior two-page proposal outlining the industry, tentative report components, list of relevant literature, and the details of three people to be interviewed needs to be submitted by week 3 of the semester. The final copy of the report must address the feedback you will receive in the report presentation. The evaluation of the report will be done based on the following criteria (to be embedded in rubric):

<table>
<thead>
<tr>
<th>Criterion Number</th>
<th>Criterion Description</th>
<th>Measures ILO:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Evidence of a concrete and substantial executive summary on the overall industry sector;</td>
<td>LO1, LO2, LO3</td>
</tr>
<tr>
<td>2</td>
<td>Defining the industry and its economic purview</td>
<td>LO1, LO2, LO3</td>
</tr>
<tr>
<td>Task</td>
<td>Description</td>
<td>LOs</td>
</tr>
<tr>
<td>------</td>
<td>-------------</td>
<td>-----</td>
</tr>
<tr>
<td>3</td>
<td>Explanation and illustration of dominant features of the industry</td>
<td>LO1, LO2, LO3</td>
</tr>
<tr>
<td>4</td>
<td>Depiction of porter's five forces, PESTEL, SWOT as necessary and relevant</td>
<td>LO1, LO2, LO3</td>
</tr>
<tr>
<td>5</td>
<td>Depiction of Supply chain, Value Chain, top performers, close competitors</td>
<td>LO1, LO2, LO3</td>
</tr>
<tr>
<td>6</td>
<td>Identification of drivers of change -- and social, political, ecological, and ethical factors</td>
<td>LO1, LO2, LO3</td>
</tr>
<tr>
<td>7</td>
<td>Identification of competitive and comparative advantages</td>
<td>LO1, LO2, LO3</td>
</tr>
<tr>
<td>8</td>
<td>Levels of research, methodological rigour, analytical acumen, and literature/information search</td>
<td>LO1, LO2, LO3</td>
</tr>
<tr>
<td>9</td>
<td>Writing quality, flow, transition, grammatical accuracy, referencing and acknowledgements</td>
<td>LO1, LO2, LO3</td>
</tr>
</tbody>
</table>

**Task Length**
5000 – 6000 words

**Due by date**
Not Yet Determined

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**How your final result is determined**

To pass this unit, you need to demonstrate your attainment of each of the Intended Learning Outcomes.

Your grade will be determined in the following way:

Your overall mark in this unit will be determined by combining your results from each assessment task. These marks are combined to reflect the percentage weighting of each task. You need to achieve an overall score of at least 50% to successfully complete this unit. It is expected that you will seek help (from the unit coordinator in the first instance), well before the due date, if you are unclear about the requirements for an assessment task.

- PP (pass) at least 50% of the overall mark but less than 60%
- CR (credit) at least 60% of the overall mark but less than 70%
- DN (distinction) at least 70% of the overall mark but less than 80%
- HD (high distinction) at least 80% of the overall mark

All grades are provisional, until confirmation by the Assessment Board at the end of semester.
Submission of assignments

The act of submitting your assignment will be taken as certification that it is your own work.

Assignments must be submitted electronically through the relevant assignment tab in MyLO. You must ensure that your name, student ID, unit code, tutorial time and tutor’s name (if applicable) are clearly marked on the first page. If this information is missing, the assignment will not be accepted and, therefore, will not be marked.

Where relevant, Unit Coordinators may also request you to submit a paper version of your assignment. You will be advised by the Unit Coordinator of the appropriate process relevant to your campus.

Please remember that you are responsible for lodging your assessment items on or before the due date and time. We suggest you keep a copy. Even in a perfect system, items sometimes go astray.

Requests for extensions

In this Policy:

1. (a) ‘day’ or ‘days’ includes all calendar days, including weekends and public holidays;
   (b) ‘late’ means after the due date and time; and
   (c) ‘assessment items’ includes all internal non-examination based forms of assessment

2. This Policy applies to all students enrolled in TSBE Units at whatever Campus or geographical location.

3. Students are expected to submit assessment items on or before the due date and time specified in the relevant Unit Outline. The onus is on the student to prove the date and time of submission.

4. Students who have a medical condition or special circumstances may apply for an extension. Requests for extensions should, where possible, be made in writing to the Unit Coordinator on or before the due date. Students will need to provide independent supporting documentation to substantiate their claims.

Penalties

Late submission of assessment items will incur a penalty of 10% of the total marks possible for that piece of assessment for each day the assessment item is late unless an extension had been granted on or before the relevant due date.

Assessment items submitted more than five (5) days late will not be accepted.

Academic staff do NOT have the discretion to waive a late penalty, subject to clause 4 above.
Review of results and appeals

Review of Assessment is available to all students once the University has released the final result for a unit. If you are dissatisfied with your final result, you may apply to have it reviewed. Applications for a review of assessment are due within 10 working days of the release of the final result in the unit. When applying for a review, you must pay a $50 fee.

If you wish to have a piece of internal assessment reviewed as part of the review process, please state this clearly on the application form referred to above and include that assessment item with your application.

Please read and follow the directions provided by the University at:

Academic referencing

Before starting your assignments, you are advised to familiarise yourself with the following electronic resources.

The first is the Harvard Referencing System Style Guide, which can be accessed from the UTAS library: http://utas.libguides.com/content.php?pid=27520&sid=199808. The Harvard style is the appropriate referencing style for this unit and the guide provides information on presentation of assignments, including referencing styles. In your written work you will need to support your ideas by referring to scholarly literature, works of art and/or inventions. It is important that you understand how to correctly refer to the work of others and maintain academic integrity.

Failure to appropriately acknowledge the ideas of others constitutes academic dishonesty (plagiarism), a matter considered by the University of Tasmania as a serious offence.

The second is the Tasmanian School of Business and Economics’ Writing Assignments: A Guide, which can be accessed at: http://www.utas.edu.au/business-and-economics/student-resources. This guide provides you with useful information about the structure and style of assignments in the TSBE.

In your written work you will need to support your ideas by referring to scholarly literature, works of art and/or inventions. It is important that you understand how to correctly refer to the work of others, and how to maintain academic integrity.

The University library provides information on presentation of assignments, including referencing styles and should be referred to when completing tasks in this unit.

Please read the following statement on plagiarism. Should you require clarification please see your unit coordinator or lecturer.
Plagiarism

Plagiarism is a form of cheating. It is taking and using someone else's thoughts, writings or inventions and representing them as your own; for example, using an author's words without putting them in quotation marks and citing the source, using an author's ideas without proper acknowledgment and citation, copying another student's work.

If you have any doubts about how to refer to the work of others in your assignments, please consult your lecturer or tutor for relevant referencing guidelines. You may also find the Academic Honesty site on MyLO of assistance.

The intentional copying of someone else's work as one's own is a serious offence punishable by penalties that may range from a fine or deduction/cancellation of marks and, in the most serious of cases, to exclusion from a unit, a course or the University.

The University and any persons authorised by the University may submit your assessable works to a plagiarism checking service, to obtain a report on possible instances of plagiarism. Assessable works may also be included in a reference database. It is a condition of this arrangement that the original author's permission is required before a work within the database can be viewed.

For further information on this statement and general referencing guidelines, see the Plagiarism and Academic Integrity page on the University web site or the Academic Honesty site on MyLO.

Academic misconduct

Academic misconduct includes cheating, plagiarism, allowing another student to copy work for an assignment or an examination, and any other conduct by which a student:

a. seeks to gain, for themselves or for any other person, any academic advantage or advancement to which they or that other person are not entitled; or

b. improperly disadvantages any other student.

Students engaging in any form of academic misconduct may be dealt with under the Ordinance of Student Discipline, and this can include imposition of penalties that range from a deduction/cancellation of marks to exclusion from a unit or the University. Details of penalties that can be imposed are available in Ordinance 9: Student Discipline – Part 3 Academic Misconduct.
Student Behaviour

The University Behaviour Policy sets out behaviour expectations for all members of our University community including students and staff.

The aim in doing so is to ensure that our community members are safe, feel valued and can actively contribute to our University mission.

It is expected that community members behave in a manner that is consistent with our University values – respect, fairness and justice, integrity, trust, responsibility and honesty. There are also certain behaviours that are considered inappropriate, such as unlawful discrimination, bullying and sexual misconduct.

The accompanying University Behaviour Procedure sets out the process and avenues that University community members can access to resolve concerns and complaints regarding inappropriate behaviour by a University community member. Wherever possible, the focus will be on early intervention and a ‘restorative’ approach that creates awareness of inappropriate behaviour and its impact on others. However, in some cases, students who engage in inappropriate behaviour may be subject to disciplinary proceedings, which may impact upon continuation of their studies.

Students can seek support and assistance from the Safe and Fair Community Unit SaFCU@utas.edu.au or ph: 6226 2560.

Matters are dealt with in confidence and with sensitivity.
WHAT LEARNING OPPORTUNITIES ARE THERE?

**MyLO**

MyLO is the online learning environment at the University of Tasmania. This is the system that will host the online learning materials and activities for this unit.

**Getting help with MyLO**

It is important that you are able to access and use MyLO as part of your study in this unit. To find out more about the features and functions of MyLO, and to practice using them, visit the [Getting Started in MyLO unit](#).

For access to information about MyLO and a range of step-by-step guides in pdf, word and video format, visit the [MyLO Student Support page](#) on the University website.

If something is not working as it should, [contact the Service Desk](mailto:Service.Desk@utas.edu.au, phone 6226 1818), or [Request IT Help Online](#).

**Resources**

**Required readings**

N/A

**Recommended readings**

N/A

**Reading Lists**

Reading Lists provide direct access to all material on unit reading lists in one place. This includes eReadings and items in Reserve. You can access the Reading List for this unit from the link in MyLO, or by going to [the Reading Lists page](#) on the University Library website.

**Other Required Resources**

N/A
### Activities

#### Learning expectations

The University is committed to high standards of professional conduct in all activities, and holds its commitment and responsibilities to its students as being of paramount importance. Likewise, it holds expectations about the responsibilities students have as they pursue their studies within the special environment the University offers.

**Students are expected to participate actively and positively in the teaching/learning environment. They must attend classes when and as required, strive to maintain steady progress within the subject or unit framework, comply with workload expectations, and submit required work on time.**

#### Details of teaching arrangements

This unit will be delivered in an intensive mode during Weeks XX to XX of semester X (this unit has been twinned with BAA748 Venture Planning). The content of the unit will be delivered in the form of readings and lectures materials uploaded on MyLO. There will be a series of 2-3 hour workshops for the unit to be held during the semester.

#### Specific attendance/performance requirements

N/A

#### Teaching and learning strategies

The University is committed to a high standard of professional conduct in all activities, and holds its commitment and responsibilities to its students as being of paramount importance. Likewise, it holds expectations about the responsibilities students have as they pursue their studies within the special environment the University offers. The University’s Code of Conduct for Teaching and Learning states:

Students are expected to participate actively and positively in the teaching/learning environment. They must attend classes when and as required, strive to maintain steady progress within the subject or unit framework, comply with workload expectations, and submit required work on time.

During the first four weeks of this semester, your participation and engagement in this unit will be monitored. If you do not demonstrate evidence of having engaged actively with this unit by Week 4 of semester, your enrolment may be cancelled or you may be withdrawn from the unit.
Work Health and Safety (WHS)

The University is committed to providing a safe and secure teaching and learning environment. In addition to specific requirements of this unit you should refer to the University’s Work Health and Safety website and policy.

Communication

TO KEEP UP WITH ANNOUNCEMENTS REGARDING THIS UNIT

Check the MyLO Announcement tool at least once every two days. The unit Announcement will appear when you first enter our unit’s MyLO site. Alternatively, click on the Announcement button (towards the top of the MyLO screen) at any time.

WHEN YOU HAVE A QUESTION

Other students may have the same question that you have. Please go to the Ask the Class Discussion forum on the unit’s MyLO site. Check the posts that are already there – someone may have answered your question already. Otherwise, add your question as a new topic. Students are encouraged to support each other using this forum – if you can answer someone’s question, please do. We will attempt to respond to questions within 48 business hours. If your question is related to a personal issue or your performance in the unit, please contact the appropriate teaching staff member by email instead.

WHEN YOU HAVE AN ISSUE THAT WILL IMPACT ON YOUR STUDIES OR THE SUBMISSION OF AN ASSESSMENT TASK

If you have a personal question related to your studies or your grades, please contact teaching staff by email.

For general questions about the unit, please add them to the Ask the Class Discussion forum on the unit’s MyLO site. This way, other students can also benefit from the answers.

A NOTE ABOUT EMAIL CORRESPONDENCE

You are expected to check your UTAS email (WebMail) on a regular basis – at least three times per week. To access your WebMail account, login using your UTAS username and password at https://webmail.utas.edu.au/.

You are strongly advised not to forward your UTAS emails to an external email service (such as gmail or Hotmail). In the past, there have been significant issues where this has occurred, resulting in UTAS being blacklisted by these email providers for a period of up to one month. To keep informed, please use your UTAS email as often as possible.

We receive a lot of emails. Be realistic about how long it might take for us to respond.
Concerns and complaints

The University is committed to providing an environment in which any concerns and complaints will be treated seriously, impartially and resolved as quickly as possible. We are also committed to ensuring that a student may lodge a complaint without fear of disadvantage. If you have a concern, information about who to contact for assistance is available on the ‘How to resolve a student complaint’ page.

Further information and assistance

If you are experiencing difficulties with your studies or assignments, have personal or life-planning issues, disability or illness which may affect your course of study, you are advised to raise these with the unit coordinator in the first instance.

There is a range of University-wide support services available to you including Student Learning Support, Student Advisers, Disability Services, and more which can be found on the Student Support and Development page of the University website.

Should you require assistance in accessing the Library, visit their website for more information.
<table>
<thead>
<tr>
<th>WEEK</th>
<th>DATE BEGINNING</th>
<th>TOPIC/ MODULE/ FOCUS AREA</th>
<th>ACTIVITIES</th>
<th>RESOURCES/ READINGS/ FURTHER INFORMATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>15 July</td>
<td>Introduction to the Industry Analysis; Assessment Tasks</td>
<td>Lecture; Discussion</td>
<td>To be provided on MYLO</td>
</tr>
<tr>
<td>2</td>
<td>22 July</td>
<td><strong>Workshop</strong>: Macroenvironment of an Industry</td>
<td>Lecture; Discussion; Group Activities</td>
<td>To be provided on MYLO</td>
</tr>
<tr>
<td>3</td>
<td>29 July</td>
<td>Individual Online Forum Discussion Post 1: Ministerial Briefing Note</td>
<td>Briefing topic with guidelines are posted in MyLO by Lecturer; Students must post their answers by a week</td>
<td>Lecturer is open guide/consult (make appointment for check-in)</td>
</tr>
<tr>
<td>4</td>
<td>5 August</td>
<td><strong>Workshop 2</strong>: Common Industry Analysis Tools and Methods</td>
<td>Lecture; Discussion; Group Activities</td>
<td>To be provided on MYLO</td>
</tr>
<tr>
<td>5</td>
<td>12 August</td>
<td>Individual Online Forum Discussion Post 2: Position Paper</td>
<td>Position paper topic with guidelines are posted in MyLO by Lecturer; Students must post their answers by a week</td>
<td>Lecturer is open guide/consult (make appointment for check-in)</td>
</tr>
<tr>
<td>6</td>
<td>19 August</td>
<td><strong>Workshop 3</strong>: Industry Analysis Report Proposal</td>
<td>Short Presentation and Discussion</td>
<td>Guidelines are posted on MyLO by Lecturer on Response Critique</td>
</tr>
<tr>
<td>7</td>
<td>26 August</td>
<td>Individual Online Forum Discussion Post 3: Case Study</td>
<td>A business case with guidelines are posted in MyLO by Lecturer; Students must post their answers by a week</td>
<td>Lecturer is open guide/consult (make appointment for check-in)</td>
</tr>
</tbody>
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**Mid-semester break 2 – 8th September**
<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Activity</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>8</td>
<td>9 September</td>
<td>Workshop 4: Industry Attractiveness and Implications for Entrepreneurial Ventures</td>
<td>Lecture; Discussion; Group Activities</td>
</tr>
<tr>
<td>9</td>
<td>16 September</td>
<td>Individual Online Forum Discussion Post 4: Situation Analysis</td>
<td>An industry situation with guidelines are posted in MyLO by Lecturer; Students must post their answers by a week</td>
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<td>Workshop 5: Comparative advantage, competitive advantage, and rivalry</td>
<td>Lecture; Discussion; Group Activities</td>
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<tr>
<td>10</td>
<td>23 September</td>
<td>Both the Response Critiques are DUE</td>
<td>Students must post their response critiques</td>
</tr>
<tr>
<td>11</td>
<td>30 September</td>
<td>Workshop 6: Industry Geography, Supply Chain, and Value Chain</td>
<td>Lecture; Discussion; Group Activities</td>
</tr>
<tr>
<td>12</td>
<td>8 October</td>
<td>Presentation</td>
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<tr>
<td>13</td>
<td>14 October</td>
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Exam Period 26 October – 12 November (inclusive)
The Tasmanian School of Business and Economics (TSBE) is currently in the process of applying for business accreditation with the Association to Advance Collegiate Schools of Business (AACSB) – the lead program for accrediting business schools globally. AACSB seeks to connect educators, students, and business to achieve a common goal – to create the next generation of business leaders.

By joining AACSB and going through the accreditation process, TSBE is joining a global alliance committed to improve the quality of business education around the world, and to share the latest innovations in business education. Gaining Business Accreditation with AACSB is a multi-year process involving TSBE demonstrating our performance against the 15 accreditation standards.

Once complete, TSBE will join a select community of accredited business schools, with only 7% of all business schools globally having completed the AACSB process. This will further enhance the reputation of TSBE, and further enhance the global recognition of your qualifications. To find out more about AACSB click here.