BAA747
INDUSTRY ANALYSIS
12.50 Credit points

Semester 1, 2019
Unit Outline

Unit Coordinator
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CONTACT DETAILS

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Consultation hours: By appointment

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Consultation hours: By appointment
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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 be chosen to best represent your interests with regard to your new venture ideas.

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

The unit takes into account the students feedback received upon completion of each semester as part of its improvisation measure. The unit was initially developed in consultation with the local start-up community in Tasmania.

Prior knowledge &/or skills

N/A
HOW WILL I BE ASSESSED?

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>Assessment Task 1 Online Discussions</td>
<td>Weekly</td>
<td>30%</td>
<td>1, 2, 3</td>
</tr>
<tr>
<td>Assessment Task 2 Industry Report</td>
<td>30 May</td>
<td>50%</td>
<td>1, 2, 3</td>
</tr>
<tr>
<td>Assessment Task 3 Industry Presentation</td>
<td>30 May</td>
<td>20%</td>
<td>1, 2, 3</td>
</tr>
</tbody>
</table>

Assessment details

Assessment Task 1: MyLO Online Forum Discussion Posts

Task Description

Online Discussion Forums are designed for you to apply concepts, learned in workshops and from placements with your host organisation, and discussions with the lecturer and other students. You are expected to reply to the 4 Discussion Questions/Issues/Situations – to be supported by knowledge of business terms, concepts, processes and theories in responses to relevant weekly topic suggestions posted by the Lecturer. Discussion boards will remain open throughout the semester for posts to occur at any time during the study period. Assessments for Discussion Forums will be provided in a rubric in the ‘Assessment’ folder on MyLO. Posts will be judged in terms of the quality of writing, topic knowledge and ability to critically analyse and discuss with others using professional business language. Each participant (student) has to make at least 2 responses to the discussion paper submitted/initiated by other.

Criterion Number | Criterion Description | Measures ILO:
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Demonstrated knowledge of the concepts introduced at workshops, through unit resources, readings or videos, and you are expected to show analytical skills in considering the topics.</td>
<td>1, 2, 3</td>
</tr>
</tbody>
</table>

Task Length

Minimum 750 words per discussion paper (excluding references)

Due by date

Original posts should be submitted within one week of the discussion forum opening of a topic on MyLO and response posts should be submitted within two weeks of the discussion forum opening on MyLO.
Assessment Task 2: Industry Report

<table>
<thead>
<tr>
<th>Task Description</th>
<th>Criterion Description</th>
<th>Measures ILO:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Task Description</td>
<td>For this assessment task you will be required to undertake and report on a detailed industry analysis. At the beginning of the semester you will negotiate with the unit coordinator to select an industry for analysis. You will then employ the industry analysis tools developed in this unit to perform a critical analysis of the industry, and make clear recommendations about the future trends/opportunities that are present in this industry and the overall attractiveness of the industry for start-up business ventures.</td>
<td></td>
</tr>
<tr>
<td>Criterion Number</td>
<td>Criterion Description</td>
<td>Measures ILO:</td>
</tr>
<tr>
<td>1</td>
<td>Explain the terminologies, concepts, and the theories of industry analysis and firm interactions.</td>
<td>1</td>
</tr>
<tr>
<td>2</td>
<td>Apply the theories and practices of inter-firm interactions and industry analysis to identify strategic problems in start-ups.</td>
<td>1</td>
</tr>
<tr>
<td>3</td>
<td>Critically analyse the practices that are common in different industries and the influence that this will have on start-up strategies and behaviours.</td>
<td>2</td>
</tr>
<tr>
<td>4</td>
<td>Evaluate an industry's economic characteristics and make recommendations for a start-up's strategy in this industry.</td>
<td>3</td>
</tr>
<tr>
<td>5</td>
<td>Assess the ethical, social, legal, and global issues associated with operating within a specific industry.</td>
<td>3</td>
</tr>
</tbody>
</table>

Task Length  5000 words

Due by date  By Week 11 of the Semester
Assessment Task 3: Industry Presentation

<table>
<thead>
<tr>
<th>Task Description</th>
<th>Criterion Description</th>
<th>Measures ILO:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Building on assessment task 2, in this assessment task you will be required to do a twenty (20-30) minute presentation outlining the main findings of your industry analysis. In addition to the presentation, you will be asked to respond to around 10-15 minutes of direct questioning about the content of your report and the findings of your analysis.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Criterion Number</td>
<td>Criterion Description</td>
<td>Measures ILO:</td>
</tr>
<tr>
<td>1</td>
<td>Explain the terminologies, concepts, and the theories of industry analysis and firm interactions</td>
<td>1</td>
</tr>
<tr>
<td>2</td>
<td>Apply the theories and practices of inter-firm interactions and industry analysis to identify strategic problems in start-ups.</td>
<td>1</td>
</tr>
<tr>
<td>3</td>
<td>Critically analyse the practices that are common in different industries and the influence that this will have on start-up strategies and behaviours.</td>
<td>2</td>
</tr>
<tr>
<td>4</td>
<td>Evaluate an industry’s economic characteristics and make recommendations for a start-up’s strategy in this industry.</td>
<td>3</td>
</tr>
<tr>
<td>5</td>
<td>Assess the ethical, social, legal, and global issues associated with operating within a specific industry.</td>
<td>3</td>
</tr>
<tr>
<td>Duration</td>
<td>45 minutes – 30 minutes for presentation; 15 minutes for questions</td>
<td></td>
</tr>
<tr>
<td>Due by date</td>
<td>Specific times to be negotiated (Week 10 or 11)</td>
<td></td>
</tr>
</tbody>
</table>
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. If you have passed the unit 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:

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.
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 (Service.Desk@utas.edu.au, phone 6226 1818), or Request IT Help Online.

Resources

Required readings

There is no prescribed text for this unit. Instead, unit content will be provided in the forms of journal articles and book chapters, which will be made available through MyLO.

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 Six to Eleven of semester (this unit has been twinned with BAA748 Venture Planning). The content of the unit will be delivered in the form of readings and pre-recorded lectures on MyLO. There will be a series of 2-3 hour workshops for the unit held between weeks six and eleven of the semester (inclusive).

Specific attendance/performance requirements

In this unit, your active engagement will be monitored in the following way:

1. Unit activation and engagement activity
2. Workshop assessment activities in week 2 to 4 (inclusive)

If you do not demonstrate evidence of having engaged actively with this unit by completing these two activities by Week 8 of semester, your enrolment may be cancelled or you may be withdrawn from the unit.

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.

**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</th>
<th>Topic/Event/Activities</th>
<th>Timeline</th>
</tr>
</thead>
<tbody>
<tr>
<td>6</td>
<td>1 April</td>
<td>Individual Online Forum Discussion Topic: 1</td>
<td>Answer/Discussion paper submission: by April 8, 2019 Response/Critique: by April 22, 2019</td>
</tr>
<tr>
<td>6</td>
<td>3 April</td>
<td><strong>Workshop 1:</strong> Macro – Economic Conditions; Macro – Socio-Demographic Conditions; Macro – Political/Legal Conditions; Macro – Technological Conditions</td>
<td><strong>Time and Venue:</strong> 11:00 AM to 1:00 PM [SB.AR15.L01.134](Centen134 - &quot;Harvard&quot; Room 2)</td>
</tr>
<tr>
<td>7</td>
<td>10 April</td>
<td>Individual Online Forum Discussion Topic: 2</td>
<td>Answer/Discussion paper submission: by April 17, 2019 Response/Critique: by May 01, 2019</td>
</tr>
<tr>
<td>8</td>
<td>17 April</td>
<td>Individual Online Forum Discussion Topic: 3</td>
<td>Answer/Discussion paper submission: by April 27, 2019 Response/Critique: by May 11, 2019</td>
</tr>
<tr>
<td>9</td>
<td>1 May</td>
<td><strong>Workshop 2:</strong> Threat of New Entrants; Bargaining Power of Buyers; Bargaining Power of Suppliers; Threat of Substitute Products</td>
<td><strong>Time and Venue:</strong> 11:00 AM to 1:00 PM [SB.AR15.L01.134](Centen134 - &quot;Harvard&quot; Room 2)</td>
</tr>
<tr>
<td>10</td>
<td>8 May</td>
<td>Individual Online Forum Discussion Topic: 4</td>
<td>Answer/Discussion paper submission: by May 13, 2019 Response/Critique: by May 27, 2019</td>
</tr>
<tr>
<td>11</td>
<td>15 May</td>
<td><strong>Workshop 3:</strong> Intensity of Rivalry; Competitive Analysis; Industry Analysis Tools/Template</td>
<td><strong>Time and Venue:</strong> 11:00 AM to 1:00 PM [SB.AR15.L01.134](Centen134 - &quot;Harvard&quot; Room 2)</td>
</tr>
<tr>
<td>13</td>
<td>30 May</td>
<td>Presentation</td>
<td></td>
</tr>
</tbody>
</table>
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.