OSTIM TECHNICAL UNIVERSITY
FACULTY OF ECONOMICS AND ADMINISTRATIVE SCIENCES
MANAGEMENT INFORMATION SYSTEMS DEPARTMENT
COURSE SYLLABUS FORM

ITF 422 Applied Sector Analysis							
Course Name	**Course Code**	**Period**	**Hours**	**Application**	**Laboratory**	**Credit**	**ECTS**
Applied Sector Analysis	ITF 422	7	3	0	0	3	4

Language of Instruction	English
Course Status	Elective
Course Level	Bachelor
Learning and Teaching Techniques of the Course	Lecture, Question-Answer, Problem Solving, Application

Course Objective

The purpose of this course is to introduce the participants to the methods and approaches of analyzing industries, their trends, as well as models of industry change. Industry analysis is a method that helps to understand the position of a company relative to other participants in the industry. Demand-supply statistics, the degree of competition in the industry, the competitive situation of the industry with other emerging industries, the future expectations of the industry by taking into account technological changes, the credit system in the industry and the impact of external factors on the industry: these analysis helps to get an idea of what's going on in an industry. With these analyzes, it aims to teach the suitability of the sectors to be invested in market conditions.

Learning Outcomes

The students who succeeded in this course will be able;

1. Know what is sector analysis is
2. Decides the content of the report correctly
3. Makes and reports sector analysis
4. Presents different approaches to sector analysis
5. Learns different methodologies and tools which are generally used to perform such analyzes
6. Improves the presentation techniques and increase the power of speech

Course Outline
What is Sector Analysis, How to make an analysis, What to consider when making an analysis, How to prepare a report, What should be the content of the report, and to make this analysis possible for any company when the student graduates. In addition, with the presentations to be made during the lesson, information such as improving the presentation technique and increasing the power of speech will be given.In terms of 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. We will mention the most commwn used ones; these are Competitive Forces Model (Porter's 5 Forces), Broad Factors Analysis (PEST Analysis), SWOT Analysis.In this respect, Porter"s five forces framework, the techniques used to analyse the degree of competition, the regulatory environment, the static and dynamic value chains, as well as other concepts and tools generally used to assess industry dynamics and trends will be presented. Furthermore, we 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.

Weekly Topics and Related Preparation Studies		
Weeks	**Topics**	**Preparation Studies**
1	**Introductory to the course:**	Industry analysis, its history, its context Why perform an industry analysis? The courses approach to industry analysis
2	**Defining industries and their environment** - An overview of the various types of industries - Industry and sector classifications3. - The industry environment	Porter, M. (1980). *Competitive strategy: Techniques for analyzing industries and competitor.* New York: Wiley. Appendix B: „How to conduct an industry analysis
3	**Sector analysis: the fundamentals** Competitive Forces Model (Porter's 5 Forces)	Grant, R. (2010). *Contemporary Strategy Analysis* West Sussex: John Wiley; chapter 3 "Industry Analysis: The Fundamentals", pp. 62-93
4	Broad Factors Analysis (PEST Analysis)	''Analyze the PEST factors in the macro-environment of a business'', CFI Team December 18, 2022

5	- The firm and its environment - SWOT analysis	‘’A framework to understand and analyze a company’s Strengths, Weaknesses, Opportunities, and Threat’’, Kyle Peterdy, November 26, 2022
6	**Introduction to industry regulation** - Why regulate industries? - Competition regulation - Sector specific regulation	Ricketts, M. (2008). Economic regulation: Principles, History and Methods. In:Crew, M. & D. Parker (eds.). *International Handbook on Economic Regulation*. Cheltenham: Edward Elgar, pp. 34-62
7	The role of technology and innovation in sector change Industry evolution	Grant, R. (2010). *Contemporary Strategy Analysis* . West Sussex: John Wiley; chapter 12 “Technology -based Industries and the Mnaagement of Innovation”, pp. 295-327
8	**MIDTERM EXAM**	
9	Establishment of student groups, Associating different sectors with students	
10	Points to consider when preparing industry reports	
11	Participants’ presentations	
12	Participants’ presentations	
13	Participants’ presentations	
14	Participants’ presentations	
15	Participants’ presentations	
16	**FINAL EXAM**	

Textbook(s)/References/Materials:
Textbook: Porter, M. (1980). *Competitive strategy: Techniques for analyzing industries and competitor*. New York: Wiley. Grant, R. (2010).*Contemporary Strategy Analysis* West Sussex: John Wiley

Assessment		
Studies	**Number**	**Contribution margin (%)**
Attendance	1	**10**
Lab		
Class participation and performance	**1**	**10**
Field Study		
Course-Specific Internship (if any)		
Quizzes / Studio / Critical		
Homework		
Presentation		
Projects		
Report		
Seminar		
Midterm Exam/Midterm Jury	**1**	**30**
General Exam / Final Jury	**1**	**50**
Total		**100**
Success Grade Contribution of Semester Studies		**50**
Success Grade Contribution of End of Term		**50**
Total		**100**

ECTS / Workload Table			
Activities	**Number**	**Duration (Hours)**	**Total Workload**
Course hours (Including the exam week): 16 x totalcourse hours)	16	3	48
Laboratory			
Application			
Course-Specific Internship (if any)			
Field Study			
Study Time Out of Class	16	4	64
Presentation / Seminar Preparation			
Projects			
Reports			
Homework			
Quizzes / Studio Review			
Preparation Time for Midterm Exams / Midterm Jury	1	4	4
Preparation Period for the Final Exam / General Jury	1	4	4
Total Workload	**(120/30 = 4)**		**120**

Course' Contribution Level to Learning Outcomes						
Nu	**Learning Outcomes**	**Contribution Level**				
		1	**2**	**3**	**4**	**5**
LO1	Know what is sector analysis is					X
LO2	Decides the content of the report correctly					X
LO3	Makes and reports sector analysis					X
LO4	Presents different approaches to sector analysis					X
LO5	Learns different methodologies and tools which are generally used to perform such analyzes					X
LO6	Improves the presentation techniques and increase the power of speech					X

	Relationship Between Course Learning Outcomes and Program Competencies (Department of Management Information Systems)							
Nu	**Program Competencies**	**Learning Outcomes**						**Total Effect (1-5)**
		LO 1	**LO2**	**LO3**	**LO4**	**LO5**	**LO6**	
1	Recognize and distinguish the basic concepts such as data, information, and knowledge in the field of Management Information Systems and know the processes to be followed for data acquisition, storage, updating, and security.	x	x	x	x	x	x	**5**
2	Develop and manage databases suitable for collecting, storing, and updating data.							
3	As a result of his/her ability to think algorithmically, easily find solutions to the problems concerning the basic business functions.							
4	Learn programming logic, have information about current programming languages.							
5	Be able to use up-to-date programming languages.							
6	Be able to take part in teamwork or lead a team using knowledge of project management processes.				x	x	x	**3**
7	Know ethical and legal rules, use professional field knowledge within the scope of ethical and legal rules.	x	x	x	x	x	x	**5**
8	Have knowledge in the fundamental areas of business administration namely management and organization, production, finance, marketing, numerical methods, accounting, etc., and have the knowledge and skills to work in-depth in at least one of them.	x	x	x	x	x	x	**5**
9	Be able to solve the problems encountered in the field of internet programming by designing web applications.							

10	Develop and manage logistics and supply chain management activities				x	x		**2**
11	Adapt his/her theoretical knowledge and the experience he/she will gain through practice at the departments of businesses such as information technologies, R&D, and management to real life.	x	x	x	x	x		**5**
12	Be able to develop strategies that will provide a competitive advantage with his/her advanced knowledge of management strategies and management functions.	x	x	x	x	x		**5**
13	Develop a business idea, commercialize the business idea, and design and manage his/her own venture using entrepreneurial knowledge.	x	x	x	x	x		**5**
14	By using English effectively, they can follow, read, write, speak and communicate universal information in the field of management information systems in a foreign language with professional competence.	x	x	x	x	x	x	**5**
Total Effect								**40**

Policies and Procedures
Web page: https://www.ostimteknik.edu.tr/management-information-systems-english-1241/915
Exams: The exams aim at assessing various dimensions of learning: knowledge of concepts and theories and the ability to apply this knowledge to real-world phenomena, through analyzing the situation, distinguishing problems, and suggesting solutions. The written exams can be of two types,ie. open-ended questions, which can also be in the form of problems or multiple-choice questions.The case could also be carried to the Dean's Office for additional disciplinary action.
Assignments: Quizzes and Homework (Assignments) might be applicable. Scientific Research Ethics Rules are very important while preparing assignments. The students should be careful aboutciting any material used from outside sources and reference them appropriately.
Missed exams: Any student missing an exam needs to bring an official medical report to beable to take a make-up exam. The medical report must be from a state hospital.
Projects: Not applicable.
Attendance: Attendance requirements are announced at the beginning of the term. Studentsare usually expected to attend at least 70% of the classes during each term.
Objections: If the student observes a material error in his/her grade, he/she has the right toplace an objection to the Faculty or the Department. The claim is examined and the student is notified about its outcome.