Globalization and the Value Chain

Unit 4 Assignment

Student Name

GB570: Managing the Value Chain

Professor Name

Date (Month, ##, 201#)

Globalization and the Value Chain

This first section is a one or two paragraph (s) introduction to your paper. APA formatting does not use a section header named “Introduction”, instead the first section after the main header assumes the content is introductory information. The first header is not bolded. This first introductory area is good place to set the tone for the subsequent content. It is important the paper’s content demonstrates original thought and exhibits appropriate judgments, conclusions and assessment based on evaluation and synthesis of information. The main points of the paper should be developed clearly.Supportive arguments should be logical**.** Content should be appropriate to the assignment, interesting, accurate, and concise. Any item listed on the references page must also be applied and cited within the paper. All papers in this class require APA formatting.

This Unit 4 assignment requires a 4–6 pages paper. The purpose of the Unit 4 Assignment is for you to evaluate the impact of globalization on the value chain by applying elements from the Contemporary Value Chain model and additional decision-making factors.

Write your paper using third person perspective (do not use first or second person pronouns; (e.g. do not use “I”, “me”, “you”, “we”).

This template is already APA formatted: 1” margins, ½” new paragraph indents, 12 pt. Times New Roman font, title page, one line page headers with page numbers, double line spaced and a separate references page. When you use references in your paper to support your content, be sure to apply the APA in-text reference citation format. Any item listed on the references page must also be applied and cited within the paper. If you use verbatim quotes, place the words within quotation marks, cite the reference and include a page number. If the quote ends a sentence, place the period after (and not before) the in-text reference citation parentheses.

When you use section headers after the main section header above, center and bold them. Note that this paper’s header (page headers are limited to no more than four words per APA), the title of the paper on the title page, and the main header above use the same words.

Support your response’s content with at least three separate applied and cited references.

**Evaluation of Elements - Global Value Chain Management**

In your paper, apply the 21 elements [budgeting, competitive advantage, corporate social responsibility, culture, customer need, external resources, financial, goals, idea generation, information management, infrastructure, leadership, people – human resources, people – customers, people – shareholders, political (external), political (internal), product development, strategy, supply chain management, technological considerations] taken from both the Contemporary Value Chain model and additional decision-making factors, to evaluate the impact of globalization on a value chain. All elements are related to the ultimate goal to earn customer value (includes customer delight and profitability).

Within each element, describe what decisions may need to be made, for what reason, by whom, for what reason and how the elements are interrelated.

Sub-section headers should be left justified, bolded but not italicized and not underlined. Paragraph content in the sub-sections should remain the same (1” margins, left justified with ½” new paragraph indentations).

**Conclusion**

In this section, summarize the paper’s content without introducing any new information. This is the last section of the paper. There is a subsequent page break included so the next page appears as a new page listing the applied and cited references.

References

Presutti, Jr., W.D., & Mawhinney, J. R. (2013). *Understanding the dynamics of the value chain*. New York: Business Expert Press, LLC.