

Unit 4 Assignment

Unit 4 Assignment: Globalization and the Value Chain

The purpose of this 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.

Directions

1. Use the APA formatted Microsoft Word document template in Course Documents titled “Unit 4 Assignment Globalization” as the starting point. Download the template and save it as your own document, for example, YourNameUnit4GB570.docx.
2. Write an APA formatted 4–6-page-paper, exclusive of the title and references pages.
3. In your paper, address the following requirements using the directions included within the Unit 4 Assignment template.
4. Write your paper using third person perspective (do not use first or second person pronouns; (e.g. “I”, “me”, “you”, “we”).
5. In your paper, apply the 21 elements from the Contemporary Value Chain model, plus additional decision making factors (all listed below) to evaluate the impact of globalization on a value chain. Here is the list of considerations that need to be addressed in the paper; all 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.

21 Value Chain Elements

1. Budgeting
2. Competitive advantage
3. Corporate social responsibility
4. Culture
5. Customer need
6. External resources
7. Financial
8. Goals
9. Idea generation
10. Information management
11. Infrastructure
12. Leadership
13. People – human resources
14. People – customers
15. People – shareholders

- 16. Political (external)
- 17. Political (internal)
- 18. Product development
- 19. Strategy
- 20. Supply chain management
- 21. Technological considerations.

6. Include a conclusion summarizing the paper’s content without introducing any new information.

7. Support your response’s content with at least three separate applied and cited references. Accepted sources are Library article(s) and the textbook. No other internet references are acceptable for the Unit 4 Assignment. Apply and cite no more than one referenced sentence per paragraph. Not every paragraph requires use of a reference; originality is appreciated. Use APA in-text citations within the response and list the applied reference(s) at the end of the response using APA formatting. APA formatting resources are available in the Writing Center in the “Research, Citation, and Plagiarism” area or in the Academic Tools area, by selecting "APA Style Central."

8. Proofread your paper, confirm correct APA formatting, run spell check and grammar check, and proofread again. Submit your completed paper into the Unit 4 Assignment Dropbox.

Unit 4 Assignment Rubric: Globalization and the Value Chain

Purpose of Assignment: To demonstrate a graduate level understanding, evaluating the impact of globalization on the value chain by applying elements from the Contemporary Value Chain model and additional decision-making factors.

Grading Criteria	Possible points	Earned points
Wrote an APA formatted 4–6-page paper, plus title page and references page using third person perspective and completed all requirements identified in the Unit 4 Assignment template.	5	
Applied 21 elements of the value chain evaluating the impact of globalization on the value chain.	65	
Supported your response’s content with at least three applied and cited references. Accepted resources are: Library article(s) and the textbook. No internet references are acceptable. Applied and cited no more than one referenced sentence per paragraph. Used APA in-text citation within the response and listed the applied reference(s) at the end of the response using APA formatting.	10	
Content demonstrated original thought and exhibited appropriate judgments, conclusions and assessment based on evaluation and synthesis of information. 80%– 85% of the paper’s content was written in the student’s own words.	10	

The content used good composition, grammar, punctuation, capitalization and spelling, and included a conclusion summarizing the paper without introducing any new information.	10	
Total Points	100	