Unit 5 Assignment

Unit 5 Assignment: Enterprise Application Software and Value Chain Management

The purpose of this assignment is to demonstrate a graduate level understanding of the use of Enterprise Application Software (EAS) applications in the management of a firm's value chain.

Directions

1. Use the already APA formatted template in Course Documents titled "Unit 5 Assignment Template Enterprise Application Software" as the starting point for this Assignment. Download the template and save it as your own document, for example, YourNameUnit5GB570.docx.

2. Write your paper using third person perspective.

3. Write a 4–6-page paper, exclusive of the Title and References pages, making a compelling argument as to how the use of Enterprise Application Software can be used successfully in the management of an enterprise's value chain to achieve competitive advantage and customer value. Include the following in the paper:

   a. Identify and examine at least three types and uses of Enterprise Application Software (EAS) in the management of a firm's value chain, and their use in achieving competitive advantage and superior customer satisfaction.

   b. Select a specific enterprise software application and discuss its use in an enterprise.

   c. Describe and explain examples of one Fortune 500 company that has been successful using Enterprise Application Software in the management of the value chain, and at one Fortune 500 company that has not been successful.

4. Apply and cite *at least* three supportive, relevant, and respected resources from the Library and your textbook within your paper using APA in-text citation formatting and list the applied on a References page using APA formatting. Apart from the selected company website[s] the Internet is not to be used in this assignment. The only internet resource(s) allowed to be used as references for this assignment are websites directly related to the chosen Enterprise Application Software. Apply and cite no more than one referenced sentence per paragraph. APA formatting resources are available in the Academic Tools area, see "APA Style Central."

5. Proofread your paper, confirm correct APA formatting, run spell check and grammar check, and proofread again. Submit your completed paper into the Unit 5 Assignment Dropbox.

Unit 5 Assignment Rubric: Enterprise Application Software and Value Chain Management

Purpose of Assignment: To demonstrate a graduate level understanding of the use of Enterprise Application Software (EAS) applications in the management of a firm's value chain.

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 5 assignment template.	10	
Made a compelling argument as to how the use of Enterprise Application Software can be used successfully in the management of an enterprise's value chain to achieve competitive advantage and customer value.	10	
Identified and examined at least three various types and uses of Enterprise Application Software (EAS) in the management of a firm's value chain.	30	
Described and explained examples of one Fortune 500 companies that has been successful using of Enterprise Application Software in the management of the value chain, and one Fortune 500 company that has not been successful.	20	
Applied and cited at least three supportive, relevant and respected resources from the Library and your textbook within your paper using APA in-text citation formatting and listed the applied on a References page using APA formatting. Only selected company websites were included as internet sources. Applied and cited no more than one referenced sentence per paragraph.	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**	