

Unit 2 Assignment



Unit 2 Assignment: Competitive Advantage and the Value Chain

The purpose of this Assignment is to confirm your understanding of the direct correlation between an effective value chain and a firm's competitive advantage by examining the relationship between customer delight, profitability, competitive advantage, and effective value chain management.

Directions

1. Use the APA formatted Microsoft® Word® document template in Doc Sharing titled "Unit 2 Assignment Template Competitive Advantage" as the starting point. Download the template and save it as your own document, for example, YourNameUnit2GB570.docx.
2. Write a 4–6 pages paper, not including title and reference pages, making a compelling argument as to why an effective value chain creates competitive advantage.
3. Write your paper using third person perspective (do not use first or second person pronouns; (e.g. "I", "me", "you", "we").
4. In your paper, you will examine the concepts and interrelationships of customer delight, profitability, competitive advantage, and effective value chain management by following the directions included within the Unit 2 Assignment template. Included within this examination:
 - a. Discuss each of the four elements.
 - b. Examine the interrelationship between the four elements.
 - c. Provide two examples of companies that have been successful in this integration, two examples of companies that have not been successful in this integration, and include explanations for your choices.
5. Include a conclusion summarizing the paper's content without introducing any new information.
6. Support your response's content with at least three separate applied and cited references. Accepted sources are: Kaplan Library article(s), your textbook and the chosen example companies websites. No other internet references are acceptable for the Unit 2 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 Kaplan's Writing Center in the "Research, Citation, and Plagiarism" area.
7. Proofread your paper, confirm correct APA formatting, run spell check and grammar check and proofread again. Submit your completed paper into the Unit 2 Assignment Dropbox.

Unit 2 Assignment Rubric: Competitive Advantage and the Value Chain

The purpose of this Assignment: To confirm your understanding of the direct correlation between an effective value chain and a firm's competitive advantage by examining the relationship between customer delight, profitability, competitive advantage and effective value chain management.

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 2 Assignment template.	10	
Examined the concepts of a customer delight, profitability, competitive advantage, and effective value chain management and described their interrelationship.	40	
Provided two examples of companies that have been successful in this integration and two examples of companies that have not been successful in this integration; included supporting explanation for your choices.	20	
Supported your response's content with at least three applied and cited references. Accepted sources are: Kaplan Library article(s), your textbook and the chosen example companies websites. Applied and cited no more than one referenced sentence per paragraph. Used APA in-text citation within the response and list the applied reference(s) at the end of the response using APA formatting.	5	
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.	15	
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	