

VALUE CHAIN MANAGEMENT CAPSTONE



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Capstone Overview

Introduction



CASE STUDY-BASED PROBLEM EXPLORATION



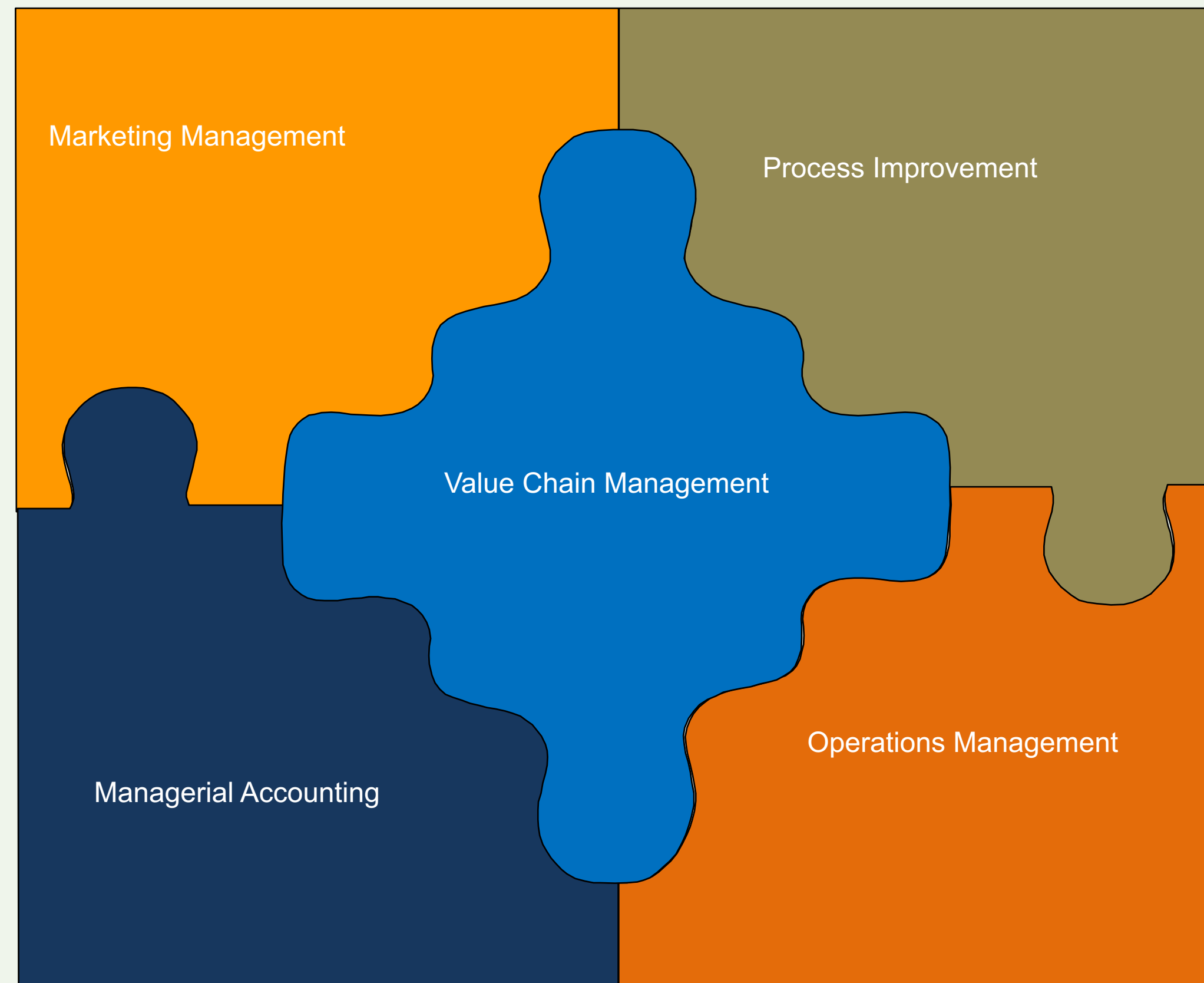
Synthesis of content from specialization courses

Case study with realistic scenarios

Competitive advantage, operational decisions, and performance



CASE STUDY-BASED PROBLEM EXPLORATION



(Bradly & Darby, 2017)



CASE INTRODUCTION



Case Overview

World Cloud Sensor Computing, Inc. – a leading customized sensor system supplier

Facing changing buyer behaviors and patterns

Need to make key decision on value chain activities

Need to make strategic decision on product and/or services offerings



(Bradley & Darby, 2017)



DISCUSSION TOPICS



Building an organizational activity map

Value proposition

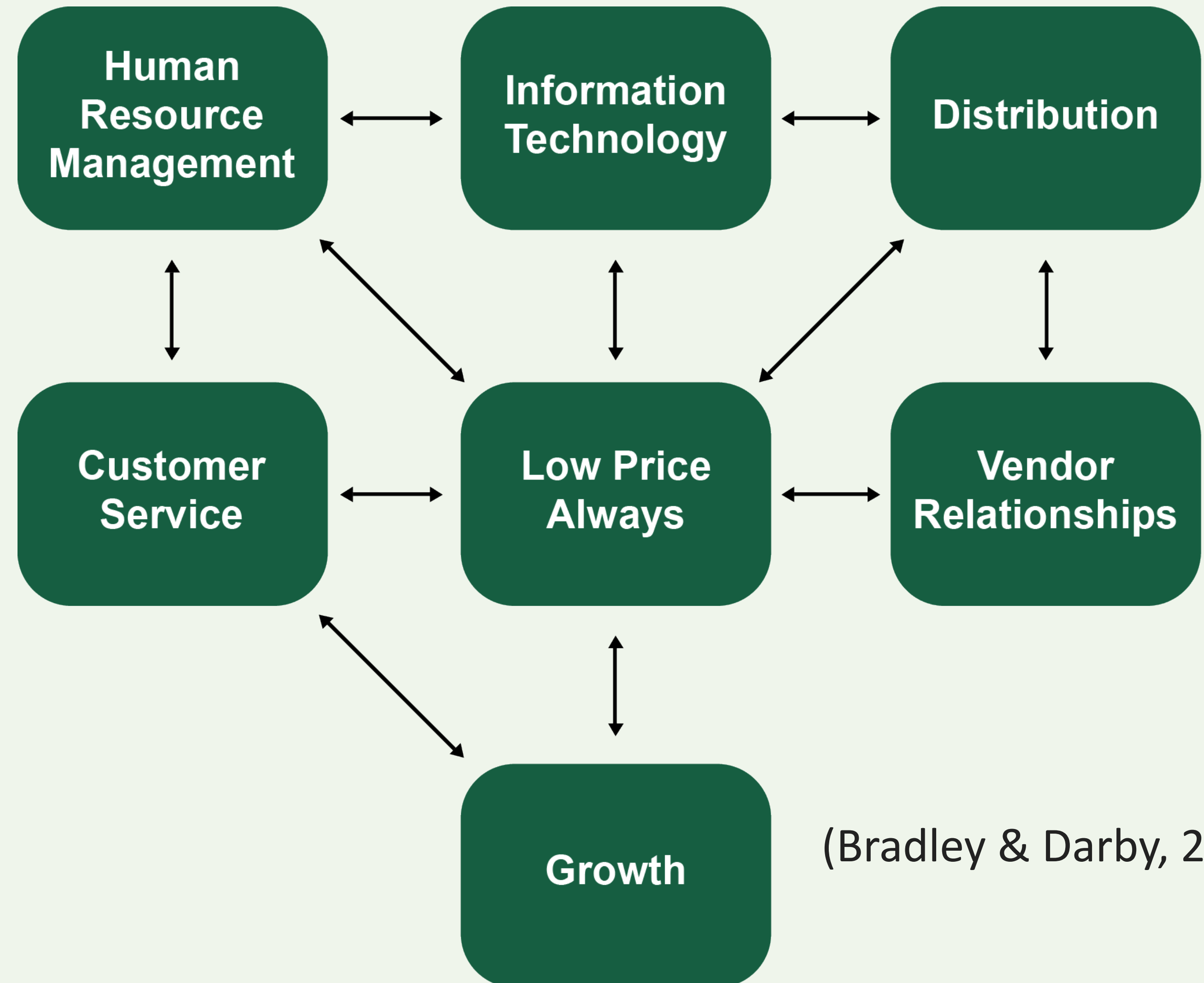
Key activities performed

Relationships between activities

Analyzing value chain activities

Key cost drivers

Cost reduction strategy



(Bradley & Darby, 2017)



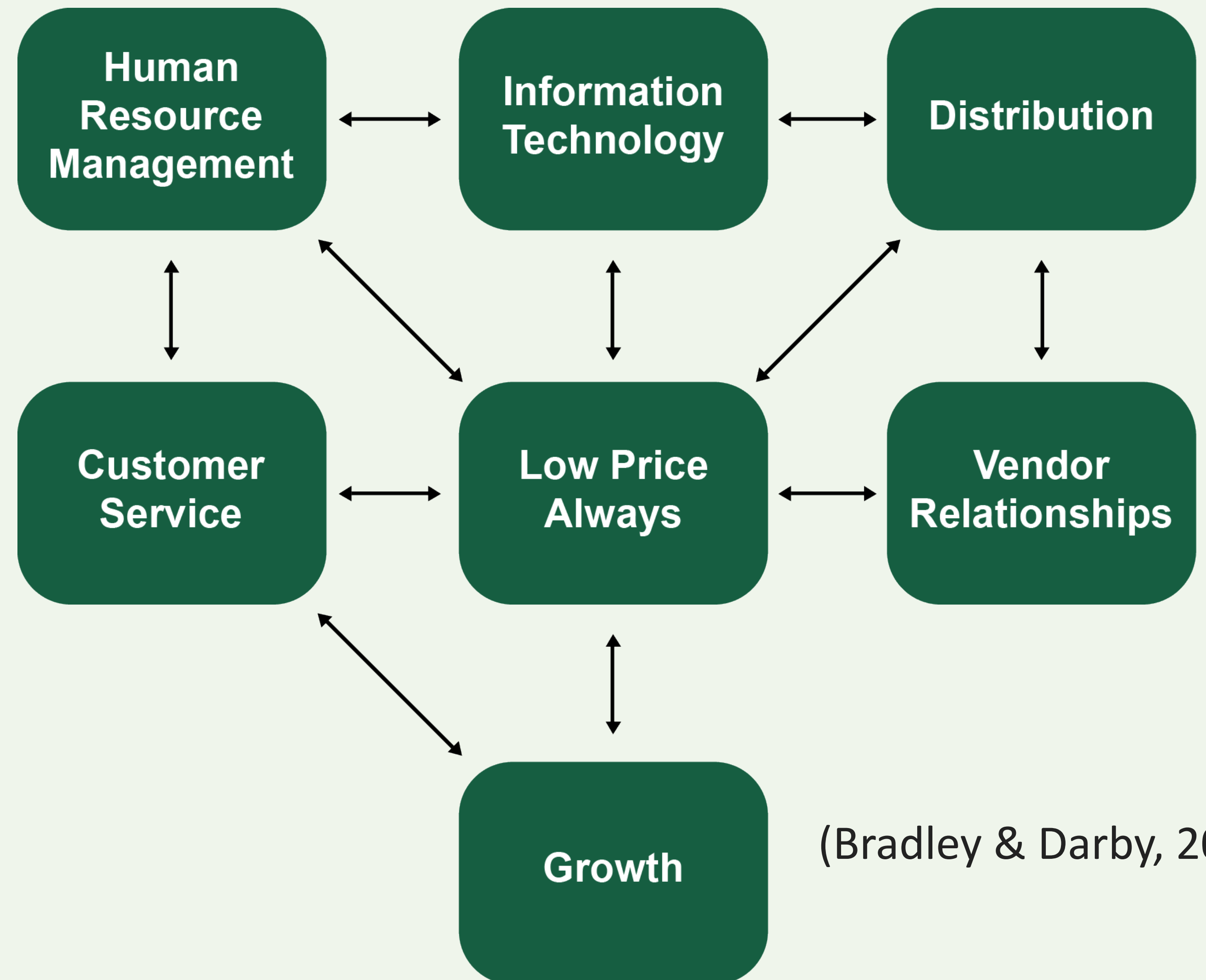
DISCUSSION TOPICS



Understanding competitive advantage and fine-tuning activities

Product and/or services offering
Performance and profitability

Developing a value chain strategy



(Bradley & Darby, 2017)



NEXT STEPS



Complete assignment

Read through the case to become familiar with the details of the case study

Discuss the issues that you consider most important to the WCSC business situation

For more details, read the course site



REFERENCES



Bradley, J. & Darby, J. (2017). *Cartoon version of Prof Bradley*. University of Illinois.

Bradley, J. & Darby, J. (2017). *Case study-based problem exploration*. University of Illinois.

Bradley, J. & Darby, J. (2017). *Organizational activity map*. University of Illinois.

