Innovating Through Value Chains

COURSE DESCRIPTION
A value chain is the network of suppliers, manufacturers, distributors, retailers, service providers, and others which are involved in bringing a product or service to market. Understanding and effectively managing your value chain is critical if you want to build or scale your business. The right value chain supports the introduction of new products and enables a company to offer services to customers with optimal results. In this course you will be introduced to best practices, learn how value chains can support or enable innovations in products and services, and understand how your value chain can create a competitive advantage for your organization.

LEARN HOW TO
• Determine what is the right value chain strategy for your business
• Innovate in value chains to support or enable product and service innovations
• Use your value chain to develop value-enhancing services for your customers

FACULTY
Hau Lee
Thoma Professor of Operations, Information and Technology at Stanford Graduate School of Business

Hau L. Lee is the Thoma Professor of Operations, Information and Technology at the Graduate School of Business at Stanford and one of the world’s leading experts in supply chain management. He is the Faculty Director and SEED Research Director at the Stanford Institute for Innovation in Developing Economies. He is also the founder and director of the Stanford Global Supply Chain Management Forum, an industry-academic consortium that advances the practice and theory of supply chain management. His research focuses on global logistics and supply chain management, e-business, product/process design and supply chain performance, inventory planning and control, and manufacturing and distribution strategies. Professor Lee was elected to the National Academy of Engineering in 2010 and has received numerous awards for his research.

QUESTIONS
Please contact us at 650.741.1630 or stanford-innovation@stanford.edu.

MORE INFORMATION AND REGISTRATION
For more information and to register for courses, please visit us online at create.stanford.edu.

Course Modules
• Value Chain Innovations
• Accelerating Innovations Through Value Chains
• Value Chain Entrepreneurship
• Creating Values Through Service Innovations

Course Requirements
To complete the course, students must:
• Watch all course videos
• Complete all exercises
• Pass the final exam
• Submit course evaluation
The final exam consists of 15 multiple choice questions. A score of 86% or higher is required to pass.

Course Materials
All course materials are provided within the course’s user interface. These include the course videos, exercise instructions, and other course handouts.

Tuition
Course: $995 USD
Certificate: $8,035 USD