

Programa de Pós-Graduação em Engenharia de Produção
Departamento de Engenharia de Produção
Escola Politécnica da Universidade de São Paulo

Discipline

Global Value Chain: origin and applications.

Período Proposto: 1º Quadrimestre 2016

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Objective:

The main objective is to present the value chain background and its applications as well as links to other theories such as transaction costs approach. In the end of the discipline, the successful student will be able to understand the value chain theory, how the theory is applied for understand phenomenon's in different economic sectors as well as the importance of private and public standards.

Discipline Structure:

Lectures
PART ONE: History and theory
1. The origins of global value chain thinking. Wallerstein and global commodity chains and the shift by Gereffi from structure towards new actors in the global economy
2. Value chains, transactions costs and the concept of governance.
PART TWO: Fragmentation and integration in the global economy
3. Value chains and competitiveness in the garments industry
4. Global value chains: fragmentation and vertical specialisation in the electronics and automotive industries.
5. The rise of China and the transformation of global and regional value chains.
PART THREE: Value chain analysis in action
6. Private and public standards and their impact on value chain governance.
7. Private standards in the food industry: horticulture and coffee.
8. Private global governance: businesses and global governance regimes in diamonds and forestry.
9. Value chains and poverty reduction: the use of value chain and related approaches by development agencies.
10. Value chains in Brazil
11. Value chains and innovation
12. Assessment

Assessment:

A mixture of assessment modes is used: short written exercises, group presentations and longer term papers.

References

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