

PROGRAM SYLLABUS

Value Chain Analysis Course

Online Certificate Program

Last update: February 7, 2026



An overview

What can you expect of this program?

Value Chain Analysis Course

Welcome to our Value Chain Analysis (VCA) Course, designed for procurement professionals seeking to master value chain optimization.

In this course, you will learn how to map and analyze each step of the value chain to uncover cost-saving and efficiency opportunities. You will explore how procurement can add value by optimizing supplier relationships, sourcing strategies, and logistics. You will learn to identify risks and bottlenecks that could affect your organization's competitive advantage. The course will show you how to align procurement activities with broader business goals to maximize value. Finally, you will gain practical tools and frameworks to improve the value chain for sustainable, long-term benefits.



– Marijn Overvest, founder Procurement Tactics

200+ companies trust us



Online, *self-paced learning*



Subtitles *in 5 different languages*



Value Chain Analysis **frameworks**



Interactive **case studies**



8-16 hours *study material*



12 months *course access*



Official **certificate** *upon completion*



VCA optimization **case studies**



Reading materials & **bonus content**



60-day money-back *guarantee*

About Your Instructor

Marijn Overvest

Your instructor for this course is Marijn Overvest, the Founder of Procurement Tactics. With over 15 years of experience, Marijn has worked on deals worth over €500 million with companies like Heinz and Unilever and has trained more than 200 procurement teams worldwide.

Marijn is passionate about helping procurement professionals learn and grow. He is always looking for new ways to improve his own knowledge and share what he's learned. His experience includes working on negotiations, sustainability, and building strategies in industries like FMCG (retailers and suppliers), aviation, and pharmaceuticals.

With Marijn's practical advice and stories from personal experience, you will learn how to improve your procurement skills and achieve better results for you and your company.



Learn in-demand skills

And take your career to the next level

Study objectives



Understand Value Chain Mapping

Gain the skills to map out and analyze each step of the value chain, identifying where procurement can drive efficiencies and cost savings.



Cost Management and Reduction

Master the skills needed to conduct a detailed cost breakdown across the value chain, identify cost drivers, and implement strategies for cost reduction and operational efficiency.



Create and implement a VCA Strategy

Equip yourself with the knowledge to develop and implement a Value Chain Analysis strategy that aligns with organizational goals, enhances efficiency, and fosters innovation.



Optimize Supplier and Sourcing Strategies

Learn how to optimize supplier relationships, sourcing strategies, and logistics to add value at each stage of the value chain.

The perfect fit for

This course is ideal for procurement professionals who want to optimize their Value Chain. Beginners will learn the essentials of Value Chain Analysis (VCA), while experienced individuals will uncover new strategies to improve procurement performance. It's designed to offer valuable insights and generate direct impact.

Curriculum structure

Practical. Comprehensive. Game changing.

1. Introduction to Value Chain

7 lessons

Course Introduction Module 1 Introduction The Value Chain
Value Chain vs Supply Chain Porter's Value Chain Model
The Objectives and Importance of VCA in Procurement
Module1 Wrap-Up

2. Analyzing Primary and Support Activities in the Value Chain

9 lessons

Module 2 Introduction - Analyzing Primary and Support Activities in the Value Chain Inbound Logistics Operations
Outbound Logistics Marketing and Sales Services Infrastructure and Human Resource Management
Procurement and Technology Development Module 2 wrap-up

3. Creating your Personal VCA Strategy

8 lessons

Module 3 Introduction - Creating your Personal VCA Strategy
Value Chain Mapping Cost Breakdown
Analyzing Initial Findings and Benchmarking
Identifying Improvement Opportunities Supplier Selection
Module 3 Wrap-up: Full VCA Strategy Course Wrap-Up

MODULE 1

What you can expect

1. Introduction to Value Chain Analysis

In Introduction to Value Chain Analysis, we will start by exploring the basic concepts of the value chain and its importance in driving competitive advantage.

You will learn about the key components of the value chain and how procurement fits into the bigger picture. You will get familiar with common tools and frameworks used to map and analyze a value chain, like Porter's Value Chain.

By the end of this module, you will have a solid foundation in value chain analysis and a clear understanding of its relevance for procurement.

Content

1. Course Introduction
2. Module 1 Introduction
3. The Value Chain
4. Value Chain vs Supply Chain
5. Porter's Value Chain Model
6. The Objectives and Importance of VCA in Procurement
7. Module 1 Wrap-up

MODULE 2

What you can expect

2. Analyzing Primary and Support Activities in the Value Chain

Analyzing Primary and Support Activities in the Value Chain, we will dive into the core activities that make up your value chain, such as inbound logistics, operations, outbound logistics, marketing, and sales. You will learn how to assess each primary activity to uncover areas where you can enhance efficiency and add value with or without your suppliers.

We'll also explore support activities, like HR, technology, and procurement itself, to understand how they contribute to the overall value chain. You will gain hands-on experience with tools to evaluate both primary and support activities. By the end of this module, you will be able to identify key areas for improvement and alignment in the value chain before you start creating your personal VCA strategy in module 3.

Content

1. Module 2 introduction - Analyzing Primary and Support Activities in the Value Chain
2. Inbound Logistics
3. Operations
4. Outbound Logistics
5. Marketing and Sales
6. Services
7. Infrastructure and Human Resource Management
8. Procurement and Technology Development
9. Module 2 Wrap-up

MODULE 3

What you can expect

3. Creating your Personal VCA Strategy

Creating Your Personal VCA Strategy, you will apply what you have learned to develop a customized value chain analysis strategy. We will start by guiding you through a step-by-step process to map your own organization's and suppliers' value chain.

You will identify specific areas where you can drive cost savings, reduce risks, and improve efficiency in your value chain with your suppliers.

By the end of this module, you will have a practical, personalized VCA strategy ready for implementation.

Content

1. Module 3 Introduction - Creating your Personal VCA Strategy
2. Optimizing Your Procurement Process Through Value Chain Mapping
3. Cost Breakdown
4. Analyzing Initial Findings and Benchmarking
5. Identifying Improvement Opportunities
6. Supplier Selection
7. Module 3 Wrap-up: Full VCA Strategy
8. Course Wrap-up

Learn in demand skills

Take your career to the next level



Real-world projects

Develop practical skills through learning from real-world examples and studying dozens of inspiring case studies.



Self-paced online learning

Learn anywhere, anytime, and at your own pace with our fully online training program.



Personal coach & practitioner community

Contact your personal coach if you need any assistance or input, and collaborate with procurement professionals from around the world.



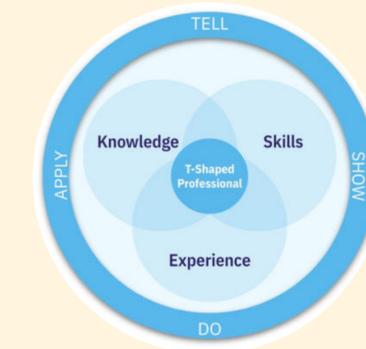
Our Learning Methodology

Enabling learners to be outstanding



Record of proposals template

Record of proposals	Year 1	Year 2	Year 3	Year 4
Price	14.90	12.20	14.30	13.90
Volume discount	1.5%	2.0%	1.75%	2.0%
Maximum commitment	80,000	150,000		100,000
Agreement terms	30	60	60	
Performance	500	400	Medium	500
Contract / job	1,000,000	1,000,000	1,300,000	1,500,000
Performance	5	8	10	10



THE PROBLEM

1. Security of supply is gone

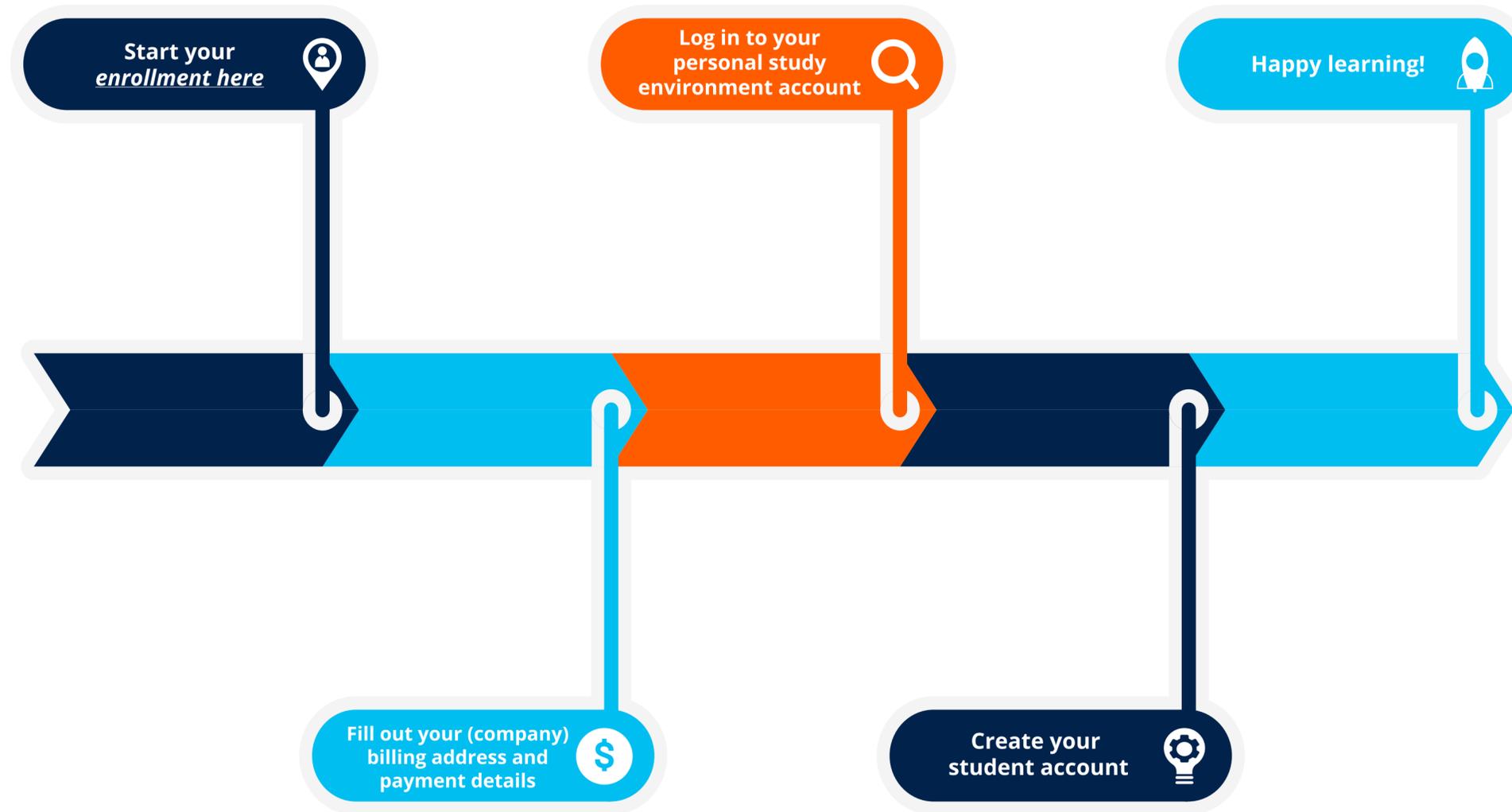
2. EBIT under pressure

Procurement is the main driver for EBIT: Procurement leaders are facing one of the toughest market environments of their careers. A combination of macroeconomic factors (trade policy shifts, workforce scarcity, wage upended long-running trends) that have benefited the global economy for several decades.

Including more problems:
- War
- Covid-19

How to enroll

Enroll today



Customers give us an average rating of 9.7 out of 10.

"Procurement Tactics helped my team members prepare their negotiation strategies and tactics to achieve better results. It also inspired them to leverage their skills in AI. After these trainings, my team showed more confidence and achieved better results! I highly recommend the Procurement Tactics courses to any procurement professional who wants to improve their skills!"



Jason de Gan, Supply Chain & Sourcing Leader at NRG

