

Balanced Scorecard

General Objectives:

At the end of the course, professionals are able to:

- Understand the concept of Strategy
- Understand the logic of Strategic Management in Public Services
- Know the Strategic Management BSC tool
- Knowing how to define objectives, measurement indicators and targets
- Be able to apply the methodology of BSC in a Public Organization

Hours:

14 Hours

Program Contents:

1 - STRATEGY AND STRATEGIC MANAGEMENT

Strategy Concept

Strategy in Organizations

Strategic Management in Public Services

What is BSC

The BSC and Strategic Management

2 - APPLICABILITY OF THE METHODOLOGY BSC IN PUBLIC ADMINISTRATION

Changes to the original BSC

BSC development difficulties

BSC development Methodology in Public Administration - Strategy Map;

Strategic Perspectives

Strategic Objectives

Relations cause-effect

3 - BSC: GOALS DEFINITION

How to Set Goals

Measurement indicators Formulation

Goal Setting

4 - STRATEGIC MAP CONSTRUCTION SIMULATION EXERCISE AND SCORECARD IN THE CONTEXT OF PUBLIC ORGANIZATIONS .