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The Balanced Scorecard - What are the advantages for ADMECO?

By Andreas Keller

GRIN Verlag Sep 2011, 2011. Taschenbuch. Book Condition: Neu. 210x148x1 mm. This item is printed on demand - Print on Demand Neuware - Seminar paper from the year 2003 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1.1, University of Strathclyde, language: English, comment: This paper discusses the potential benefits for a small business operation, in this case ADMECO AG, in adopting a strategic measurement tool such as the Balanced Scorecard (BSC). The possible direct impact of the BSC on business performance is assessed, using inputs drawn from a range of research in the available literature, combined with my own experience, critical evaluation and analysis. The principal questions to be answered are: Can the implementation of the Balanced Scorecard framework drive future performance Will it confer a business advantage on a small company such as ADMECO , abstract: The Balanced Scorecard (BSC) was first described in the early 1990's (Kaplan,Norton,1992i) and is a widely adopted management framework combining financial measures with non-financial ones in a single frame, transforming the company's mission and strategy into tangible objectives and measurements. It is not directed at controlling but deliberately sets out to provide a system of...

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