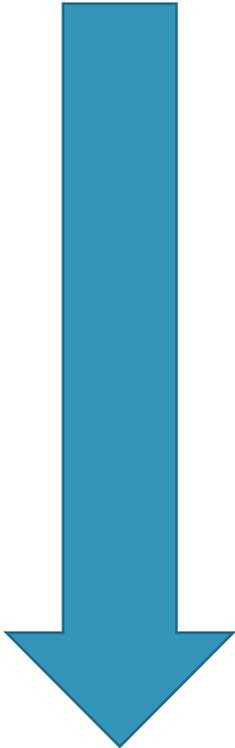

Business Strategies Part II – Chapter 10

Building a Strategy Map and a Balanced Scorecard

Tor Vergata University of Rome
2nd Semester 2021 (online)
- Global Governance -
Dr. Josef Fidelis Senn



9.1. Structuring of the Teamwork – online



1. Start of the seminar: Define 2 teams and their tasks:
 - Select a company
 - Divide responsibility for the presentation of relevant facts/data: history and strategy, financial situation, market and competitors, supply chain and internal organization

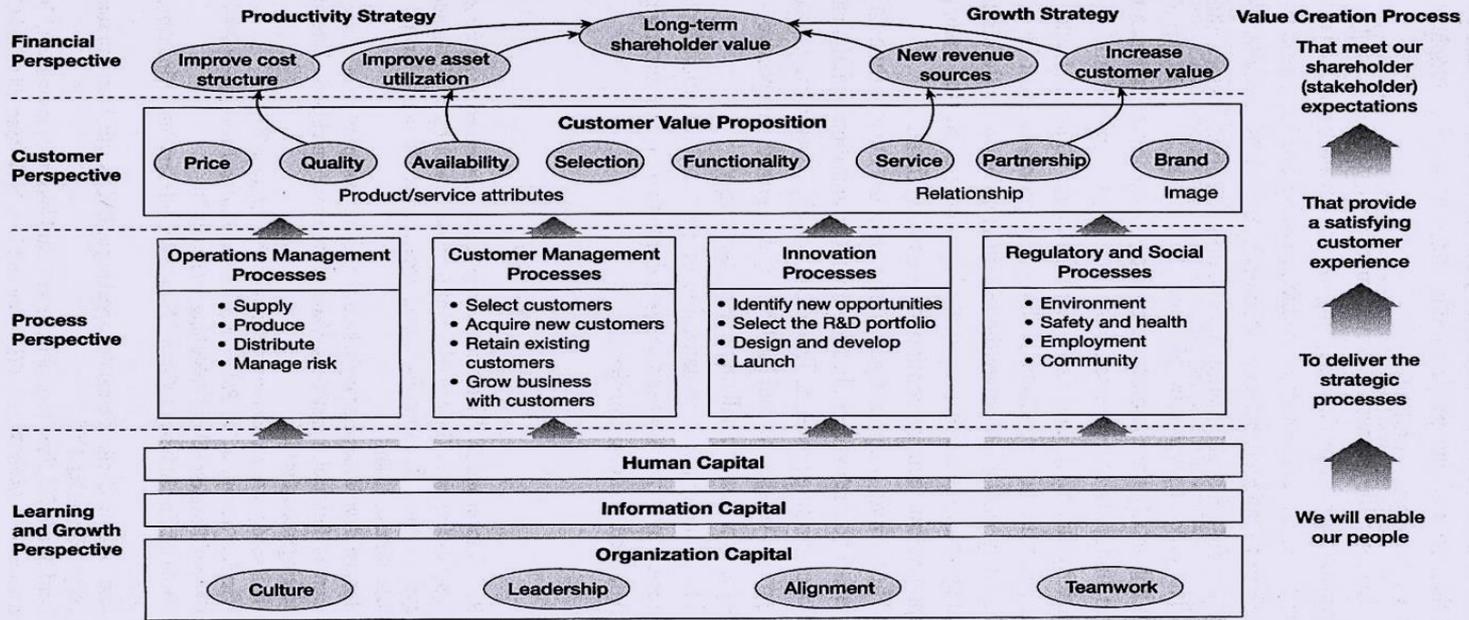
2. „BSC construction day“- Thursday, April 8, 9:00-11:00h: The 2 teams – one for 2 BSC perspectives – construct their proposals in 3 steps:
 1. Show presentation of relevant facts/data (30 min)
 2. Develop proposal for 2-5 strategic **objectives** per BSC perspective
Develop proposal for 2-3 **metrics** to measure the achievement of the objective
Develop proposal for 2-3 strategic **initiatives/actions** to reach the objectives (total 40 min)

3. Final Discussion (30 min)

Business Strategies – Backup - BSC: Strategy Map I

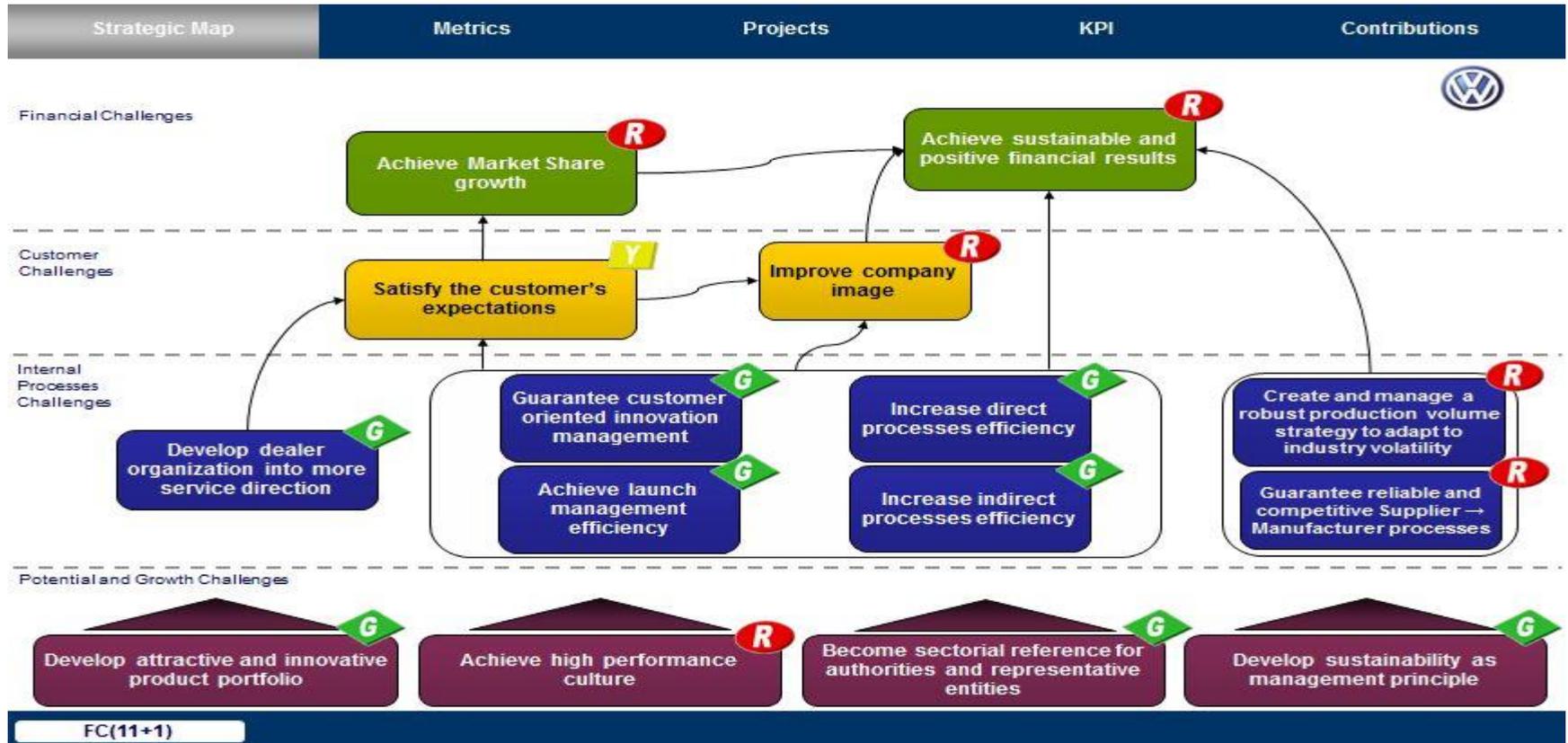
FIGURE 3-A1

The strategy map describes the way the organization intends to create value for its stakeholders



Source: Kaplan/Norton, 2008, p.99

Business Strategies – Backup - BSC:Strategy Map III



Business Strategies – Building a Strategy Map and a BSC

- Message from Bob Kaplan himself.....



“Business Strategies Part II – How and why Management Decisions are taken?”

Thank you for your attendance!

Please give feedback:

- *What did you learn?*
- *In general, what was good, what should be improved?*
- *Which part should be strengthened, which could be less?*
- *Which aspects have been forgotten?*
- *Are the didactical measures appropriate?*



Business Strategies – Main Literature

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