



ATENEUM DE MANILA UNIVERSITY
GRADUATE SCHOOL OF BUSINESS
CENTER FOR CONTINUING EDUCATION



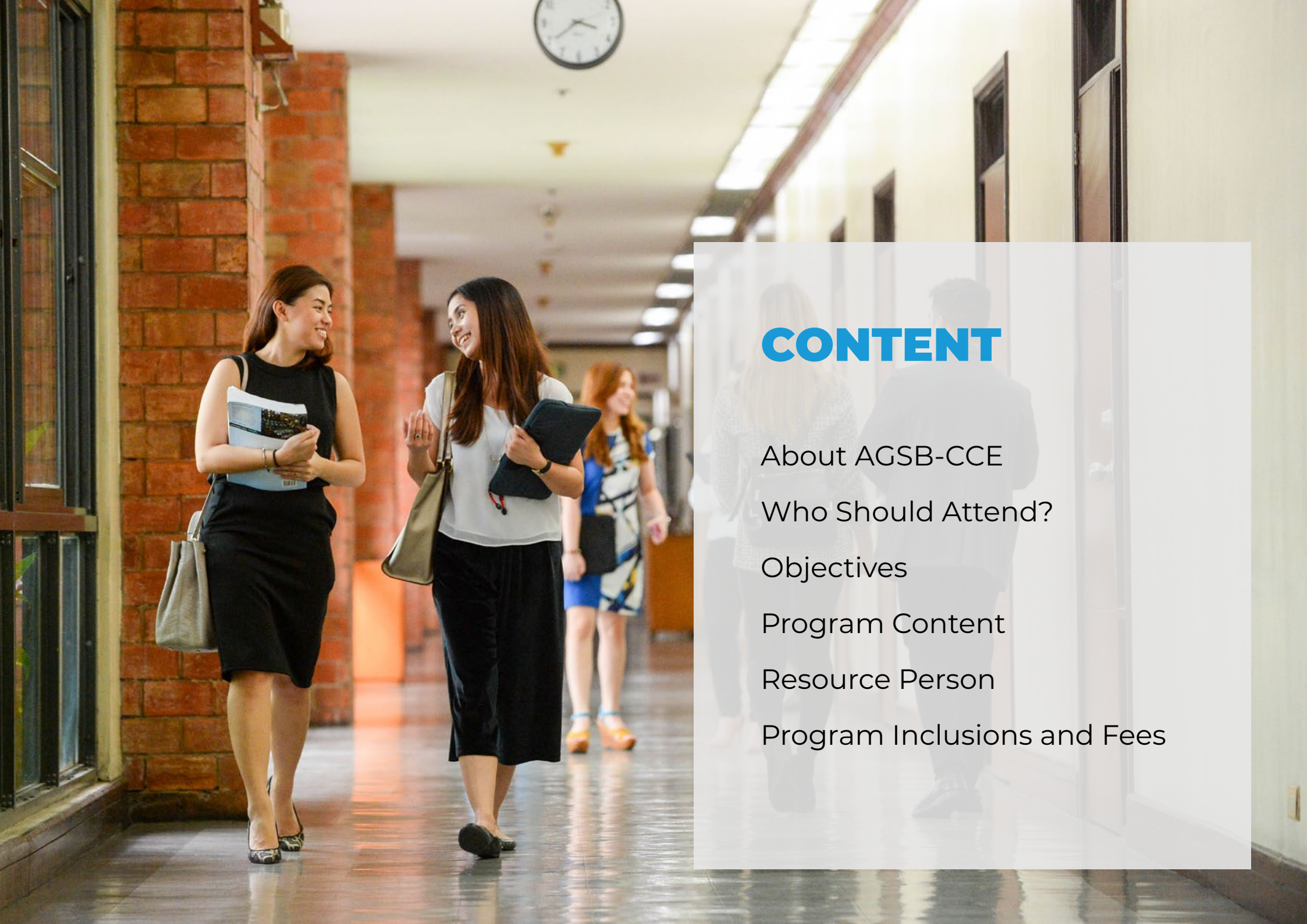
Human Resources Management **ONLINE PROGRAM**

Advanced Balanced Scorecard

October 11, 12, 13 & 14, 2022

Synchronous sessions via Zoom

Asynchronous sessions via access to the AteneoBlueCloud (Canvas LMS)



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ABOUT AGSB-CCE

The Ateneo Graduate School of Business - Center for Continuing Education (AGSB-CCE) was established to complement the existing Ateneo-BAP Institute of Banking, a consortium between the Ateneo de Manila University and the Bankers Association of the Philippines. It was initially known as the Basic Leadership Program (BLP) until the name was changed to Continuing Professional Education (CPE) and then finally, to Center for Continuing Education (CCE).

Under AGBS, CCE takes an active role in addressing specific industry concerns that require immediate, purposeful, and focused response. As an industry resource and partner, CCE offers continuing professional development programs that are workplace-based with immediate take-away value. Methodologies are based on business simulation, practical exercises and applications, case analyses, and focused discussions. Courses are designed, developed and delivered by industry practitioners who are noted experts in their respective fields. Together, AGBS and CCE support the Ateneo mission to promote excellence, integrity and service.

WHO SHOULD ATTEND?

Executives, Managers, Supervisors, Business Heads and Employees involved in performance management and strategic management and who have the knowledge on using the balanced scorecard or those who have attended the BSC Basics.

OBJECTIVES

Successful completion of this module enables the participant to:

- ➔ Discover the core factors that give life to balanced scorecard development and implementation;
- ➔ Understand the balanced scorecard as a strategic management system, a strategic framework for action and a communication system;
- ➔ Understand the concepts of strategy maps, strategic initiatives, key performance indicators, and targets as key components of the balanced scorecard;
- ➔ Learn and apply the concepts in developing a balanced scorecard for your organization or division/department/unit;
- ➔ Align and link the balanced scorecard with other departments/units and with other organizational systems;
- ➔ Transform the balanced scorecard from performance measurement to strategic management; and
- ➔ Design action plans and share individual commitments for the development, enhancement and sustainability of using the balanced scorecard in your own organization.

ADVANCED BALANCED SCORECARD

The Balanced Scorecard (BSC) was originally developed by Dr. Robert Kaplan of Harvard University and Dr. David Norton as a framework for measuring organizational performance. The system has evolved over the years and is considered a fully integrated management system.

It is a way of looking at the organization starting with the vision, mission, values and strategies and how each individual would contribute to the achievement of the goals of the organization and ultimately its desired future. It helps the organization select the right things to measure for it to achieve its goals. It also provides a clear prescription as to what organizations should measure in order to balance its financial perspectives, taking into consideration the performance enablers and drivers to achieve a successful outcome.

This course aims to provide the concepts and applications on BSC development and implementation, align and link the balanced scorecard with other organizational systems and transform BSC from performance management to strategic management.

PROGRAM OUTLINE

Module I: Understanding the Balanced Scorecard

- A. A Strategic Framework For Action
- B. A Strategic Management System
- C. A Communication System

Module II: The BSC Process

- A. Planning, Training and Set Up
- B. BSC Development
- C. BSC Implementation
- D. BSC Monitoring and Evaluation

Module III: Key Components of a Modern BSC

- A. Strategy Map
- B. Strategic Initiatives
- C. Key Performance Indicators and Targets

Module IV: BSC Design and Development

- A. The BSC Perspectives
- B. Performance Objectives and Measures
- C. Cause-and-Effect Linkages (Strategy Map) and Initiatives
- D. Setting Targets and Prioritizing Initiatives
- E. Organizational Alignment

Module V: Linkages of BSC With Other Organizational Systems

- A. Budgeting
- B. Compensation

Module VI: Transforming the BSC From Performance Management to Strategic Management

RESOURCE PERSON



**DR. ROSARIO
CABUHAT-ALONZA**

Dr. Rosario Cabuhat-Alzona is an accomplished Organization Development (OD) Professional with 40 years of experience in diverse workplace environments: government, non-government, and private organizations of different industries and sectors. She has varied experiences in research, strategic and operational planning, organizational assessment, culture management, change management, systems and procedures design and development, learning and development and other OD intervention design, implementation and evaluation.

She was affiliated with organizations, such as, Missionary Sisters of the Holy Face of Jesus of San Pablo City, St. Peter and St. Paul Parish of Calamba City, Asilo de San Vicente de Paul in Manila, Enchanted Kingdom, Inc., Sun Microsystems Philippines, Inc., Andersen Consulting (Now Accenture), Sol Open Resource Center, Nutrition Center of the Philippines, Educational Planning and Research Center, and the Philippine Council for Agriculture and Resources Research and Development.

Dr. Alzona has a Bachelors Degree in Statistics from the University of the Philippines at Los Banos, Masters Degree in Statistics from the University of the Philippines in Diliman, and Doctorate Degree in Organization Development from Southeast Asia Interdisciplinary Development Institute. Further, she has completed other professional programs, such as, Certificate in Strategic Human Resource Transformation and Organization Development from the Penn State College and Institute for Attractions Manager from the International Attractions and Amusement Parks Association in Orlando, Florida, USA.

ADVANCED BALANCED SCORECARD

PROGRAM DETAILS

October 11, 12, 13 & 14, 2022
Tuesday - Friday
8:30 am - 12:00 pm

Synchronous sessions via Zoom
Asynchronous sessions via access to the AteneoBlueCloud
(Canvas LMS)

PROGRAM FEE

Php 10,000.00 (Early Eagle Rate)
Php 11,000.00 (Regular Rate)

**Schedules and prices may change without prior notice.*

INCLUSIONS

- Digital copies of the materials can be accessed through AteneoBlueCloud (Canvas LMS)
- Digital Certificate of Completion

REGISTER NOW!

Ms. Anna dela Cruz
(+63) 977 691 2271
avdelacruz@ateneo.edu
sales.cce@ateneo.edu

SCAN CODE
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