



ATENEIO DE MANILA UNIVERSITY  
GRADUATE SCHOOL OF BUSINESS  
CCE CENTER FOR CONTINUING EDUCATION



Human Resources Management

ONLINE PROGRAM

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# BALANCED SCORECARD BASICS

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October 27 - 28, 2020 | via **ZOOM**



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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?

The program is designed for supervisors, managers, business heads, and employees involved in performance and strategic management system who have zero or minimal knowledge about the balanced scorecard.

## OBJECTIVES

Successful completion of this module enables the participant to:

- ➔ Discover the core factors that give life to performance management systems used by different organizations and share their best practices;
- ➔ Understand what a Balanced Scorecard (BSC) is and its benefits to the organization;
- ➔ Explore what changes caused the BSC to evolve;
- ➔ Provide an overview of BSC process; Review sample strategy map, scorecard and tactical action plan;
- ➔ Understand the organizational vision, mission and values and how they fit into the BSC process;
- ➔ Provide checklists for creating training plans, project plans, communication plans and core processes; and
- ➔ Build the BSC Team.

# BALANCED SCORECARD BASICS

Over the past few decades, organizations have come to realize that success in business can not only be measured in terms of financial outcomes. A huge portion of the company's assets are intangible, like a company's brand, customer mindset, the processes and procedures, the knowledge base created by employees and training initiatives. Hence, organizations need a tool to help them measure this expanded definition of success. The Balanced Scorecard is the answer to this need.

The Balanced Scorecard is more than just a new measurement system. It is now used as the central/core framework for management processes. As a strategic management system, it is used extensively in business and industry, government and non-profit organizations worldwide. It aligns business activities to the vision and strategy of the organization, improve internal and external communications, and monitor organization performance against strategic goals. It is a means to transform the organization's strategic plan to operational plans, linking and aligning organizational to individual action plans.

This course aims to provide the basic concepts on the preparation of a blueprint for Balanced Scorecard development and implementation.

## PROGRAM OUTLINE

- I. Module I: Understanding the Balanced Scorecard**
  - A. What is the balanced scorecard?
  - B. What are the benefits of the balanced scorecard?
  - C. What are the common pitfalls and how to avoid these?
  - D. Is the balanced scorecard right for you?
- II. Module II: Overview of the Balanced Scorecard Process**
  - A. The Big Picture
  - B. Sample Strategy Map
  - C. Sample Balanced Scorecard
  - D. Sample Tactical Action Plan
- III. Module III: Creating a Project Vision Statement**
  - A. Why is the Balanced Scorecard Needed?
  - B. Making a Statement
- IV. Module IV: Understanding Organizational Vision, Mission and Values**
  - A. Building Blocks of the Balanced Scorecard
  - B. Making a Statement
- V. Module V: Plans and Processes**
  - A. Preparing Project, Training and Communication Plan
  - B. Making a Statement
- VI. Module VI: Building Balanced Scorecard Teams**

# RESOURCE PERSON



**ROSARIO CABUHAT-  
ALZONA, PH.D.**

Dr. Rosario Cabuhat-Alzona, Ph.D. 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.

# BALANCED SCORECARD BASICS

## PROGRAM DETAILS

### Schedule via ZOOM:

October 27 - 28, 2020  
(Tuesday - Wednesday)  
8:30 am - 12:00 pm

## PROGRAM FEE

Php 5,000.00 (*Early Eagle Rate*)  
Php 5,500.00 (*Regular Rate*)

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

## INCLUSIONS

- Certificate of course completion
- Soft copies of materials Ateneo Blue Cloud (Canvas LMS)
- Digital badge

## REGISTER NOW!

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

SCAN CODE  
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*Experience*  
**EXCELLENCE**