

Learning Guide Unit 4

Overview

UNIT 4: SMART Goals and Objectives

Topics

- Nature of goals and objectives and their importance in business development
- Characteristics of SMART goals and objectives
- Roles of goals and objectives in employee performance reviews
- Personal goals and objectives
- Role of a Balanced Scorecard

Learning Objectives

By the end of this unit, you will be able to:

1. Discuss the role of goals and objectives in organizational control and growth
2. Determine the impact of specific and measurable goals on employee and organizational performances
3. Provide examples of personal goals and objectives using the SMART criteria
4. Explain the role of a Balanced Scorecard in monitoring and enhancing performance