Part A:

Balance scorecard are used to measure the company’s functionality and also to provide the feedback to the organization. A balance scorecard is a strategic planning and management system which helps the company to have vision and objectives related to the tactical business knowledge. It allows the managers and the organization have a great vision towards the financial and non-financial work plan that can be communicated among the employees. Data Collection is very important for any managers and executives because gathering these results help them to understand the problems in the company and also helps in making better decisions for the organization. The balance scorecard model attains a good behavior by isolating four separate area. These four areas can be learning and growth, business processes, customers and finance. The balance scorecard can be attain by objectives, measurement, initiatives and goals that result in which all these four areas of functionality can be removed.

Balance scorecard gives the organization to view in four perspectives and they are the learning and growth perspective, The Business process perspective, the customer perspective and The Financial perspective. All these perspectives helps the organization in collect and analyze data, develop metrics and measure performance related to the company. In learning and growth perspective help the employees to have a better training and also improves the organization structure. Managers uses this perspective to add the training programs within the organization and develop skills of the employees according to the business needs. In the business process perspective it deals with how the managers use the perspective to ensure that the internal business process meet the customer requirements and also in effective with efficient manner. In customer perspective the organization main goal is to satisfy the customer requirements and also to analyze the customer needs. In the financial perspective the organization main view is to ensure profit-making enterprise with all the business process.

EEC should adopt balance scorecard which helps the company in performing well in the market and also gives the employees perfect training to do their job according to the business objectives.

Adopting of balance scorecard gives the company a good idea about vision and objectives related to the company. It also helps the company in performing well and reaching its objectives according to the customer requirements. Employees get good training and also skill knowledge on the business operations.

Part B:

Employer have the right to expect employees to behave according to the company policy. Employees are not forced to take dreadful decisions against their conscience while performing their job objectives. All employees ultimate goal is to have a commitment towards the job responsibilities and honest to the company. Some of the behaviors where an employer faces from his employees are deliberate deception, violation of conscience, Failure to honor commitment, Unlawful conduct and complete disregard of company policy.

The company can avoid unethical behavior from the employees by creating a code of conduct in the organization where all the employees would sign the documents accepting that there may not be any unethical behavior from the employee side. Employer must hold the employees responsible for any actions and reinforce the consequences. Every employee who newly joins the company must sign the code of conduct of the organization in the presence of Human Resource. Employers should encourage only friendly competition among the employees. The employer always should set reasonable and achievable goals to the employees such that they are not stressed much.

Pay for performance is used by all top companies to encourage their employees to work effectively and efficiently to reach their goals. Two thirds of high performing company’s uses pay for performance which includes increase in salary and bonuses to their top performing employees. Based on the facts EEC should use pay for performance to encourage their hard working employees and reward them for their achievements.

Vice president, financial department and Human Resources are involved in determining and establishing the performance plan and measure. Vise President is responsible for the selection and monitoring of employees to recommend for the pay for performance. Financial department makes sure that the company have enough funds for paying the employees who are selected for the pay for performance. Human Resources is responsible for the documentation and sign the pay for performance.

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