

Balance Score Card

- ✓ Four key Business Perspectives
- ✓ Internal & Business process of Organization
- ✓ Short Run & Long Run

Advantages Of BSC

- ✓ It is used to align the business activities to vision and strategy
- ✓ It improves Internal & External communications
- ✓ It is used to monitor organizations performance
- ✓ It provides management with comprehensive picture of operations
- ✓ It provides strategic feed back
- ✓ It improves decisions & better solutions