



The Balanced Scorecard - advantages and disadvantages

By Matthias Kammerer

GRIN Verlag Aug 2009, 2009. sonst. Bücher. Book Condition: Neu. 210x148x1 mm. This item is printed on demand - Print on Demand Neuware - Seminar paper from the year 2006 in the subject Business economics - Controlling, grade: 1,0, University of Northampton (University of Northampton), course: Management Accounting - Decision Making, 15 entries in the bibliography, language: English, abstract: . The Balanced Scorecard (BSC), developed 1992 by Kaplan and Norton, is a concept which measures a company's performance on the basis of traditional financial figures as well as non-financial measures. Therewith it provides managers with more relevant information than just with data about actions and decision of the past. (2gc ltd., 2003; Joyce&Woods 2001, Wheelen&Hunger 2002) It is built on four essential pillars - finance, learning&growth, customers and internal business processes - which all must be linked with the corporate vision and strategy to fathom the performance from different perspectives. . 20 pp. Englisch.

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