

15.6: Discussion- Developing Balanced Scorecard for Sun City Boards

Post 1: Initial Post

Instructions

This posting should be a minimum of one short paragraph and a maximum of two paragraphs. Word totals for this post should be in the 100–200-word range. Whether you agree or disagree, explain why with supporting evidence and concepts from the readings or a related experience. Include a reference, link, or citation when appropriate.

Scenario

Tom has been researching the use of balanced scorecards and appreciates the holistic view and focus the tool brings to business planning and management. To jump start the process, he has asked you to develop a balanced scorecard for the financial view. He and the management team will develop the remaining three views.

For Discussion

1. As preparation for this discussion, review the Control module—in particular, The Need for a Balanced Scorecard and Financial and Non-financial Controls sections.
2. Conduct additional research on balanced scorecards for small business (an image search is particularly helpful). The Balanced Scorecard Institutes' [Nine Steps to Success](#) Program Plan article—in particular, the example in the Scorecard Rollout section—may be all the research you need to do.
3. Select ONE of the following views—Customer, Learning & Growth or Internal Business Processes. Based on your knowledge of Tom and Sun City Boards, develop a scorecard for your chosen view, identifying: (1) the strategic objective, (2) three measures with associated targets and an associated initiative.

Posts 2 and 3: Respond to Classmates' Posts

Instructions

After you have created your initial post, look over the discussion posts of your classmates and give at least two thoughtful responses to two different classmates (one per classmate).

A response posting should be a minimum of one short paragraph. Word totals for these posts should be in the 75–100-word range. Whether you agree or disagree, explain why with supporting evidence and concepts from the readings or a related experience. Include a reference, link, or citation when appropriate. The goal of your response posts is to extend discussions already taking place or pose new possibilities or opinions not previously voiced. Your goal should be to motivate the group discussion and present a creative approach to the topic.

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