

<b>Title of the Module:</b>	Strategic Planning and Management for Higher Education Institutions - Introduction of the Balanced Scorecard
<b>Module Code</b>	<i>To be left open</i>
<b>Name of the trainer:</b>	Dr. Marc Milling
<b>Language of instruction</b>	English
<b>This module is part of the further training programme:</b>	<i>To be left open</i>
<b>Date:</b>	16.07.2017
<b>Duration:</b>	1 day
<b>Target group:</b>	Professors / PhD holders
<b>Content:</b>	<p>All kinds of institutions and organizations have to focus their strategic orientation, if they want to be successful. An organization without a strategy is like a ship without a rudder. A proper developed strategy and the right realization stands for effectiveness and efficiency: <b>To do the right things right!</b></p> <p>But what are the right things and how could they be done right?</p> <p>This workshop (to be understood as a round of experts) covers through experience exchange the meaning of a holistic understanding of strategy and strategy development in the context of Higher Education Institutions.</p> <p>Based on this perception the Balanced Scorecard (BSC) will be introduced as a management tool, which helps to build up and to realize a customized strategy.</p>
<b>Learning outcome:</b>	<ul style="list-style-type: none"><li>• Initial understanding of the Balanced Scorecard as a holistic management approach.</li><li>• Insights into the challenges of developing proper strategic targets and key performance indicators.</li></ul>
<b>Organisational remarks</b>	All shown presentations and excel-tools will be distributed.
<b>Information about the trainer:</b>	<p>Managing Consultant Admin Excellence Consulting / Senior Consultant Wassermann AG, Munich/ Head of Department of economics at the University of Education Schwabisch Gmuend / Co-Founder of the Arab-German Master program INEMA (International Education Management, Helwan University &amp; Ludwigsburg University of Education.</p> <p>His PhD thesis was focusing the success factors of implementing a Balanced Scorecard into project settings.</p> <p>At present he is in the lead for a BMW driven change project in their after sales market.</p>

