



سمارت شارت
SMART CHART
التدريب والتوجيه | TRAINING & COACHING

Balance **Score Cards**

About the course

The uniqueness of the course is to examine one of the modern financial management systems from an enterprise, in connection with other systems. This corresponds to the fundamental components of the course that can be summarized as: the formation of a financial management model based on a system covering all aspects of the company activities and focusing on teaching methodology for planning and training (using special software).

Who should attend?

- Leaders of Performance Management Projects
- Executives and Executive teams looking for a practical approach to strategy
- Internal project coordinators and consultants
- HR and Finance managers

Course objectives

- To know the essence of the economic, organizational and social changes that occur in companies with a shift of emphasis from production to marketing principles of planning and management.
- Be able to build a model of financial management, based on a system covering all aspects of the activities of a modern company with the release levels and planning horizon (e.g. using KPI).
- Explore the possibilities of software for creating and using the BSC.
- Gain knowledge and skills in order to make management decisions in this area.
- Know and be able to use special terminology of financial strategic management.

Course content

- Topic 1. Strategic management
- Topic 2. Company and market analysis. BSC components
- Topic 3. Targets and indicators. Financial aims.
- Topic 4. Customers and market
- Topic 5. Business processes
- Topic 6. Staff and working conditions
- Topic 7. Indicators, aims and possibilities balance
- Topic 8. Strategy map and monitoring
- Topic 9. Motivation and responsibility

Prerequisites

The discipline “Balanced Scorecard” (“BSC”) is a study program for Master students, which is based on the knowledge gained by students, from the following courses: “Management Accounting”, “Investment Analysis”, “Financial Management”, “Corporate Finance” and “Budgeting”.

Accreditation:



المؤسسة العامة للتدريب التقني والمهني
Technical and Vocational Training Corporation

Delivery Team:



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A young and Dynamic IT change management consultancy

Smart chart is a pioneer change management consultancy that help big businesses do success change initiatives. It helps many leading MENA organizations to respond faster to customer trends, to optimize of project outcomes, product usability, acceptance and increased return on investment by reducing costs associated with change.



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00966 11 4330 555



training@smartchart.com.sa



www.smartchart.com.sa

