
Covers Strategy Definition, Implementation, and Measurement

Boston, MA (PRWEB) August 27, 2014 -- Harvard Business Publishing has released a new simulation, Strategy: The Balanced Scorecard. Developed by Harvard Business School, this online simulation teaches students how organizations use the balanced scorecard to define strategy, implement it, and measure strategy execution.

In Strategy Simulation: The Balanced Scorecard, students experience the benefits and challenges of using a scorecard to implement strategic initiatives and monitor a fictional company’s performance. Teams of students work together to choose a strategy for their company, create a strategy map, develop a balanced scorecard, choose initiatives to implement their strategy, and use feedback from the balanced scorecard to adjust their implementation approach over time. At the conclusion of the simulation, each student company will be “purchased” by a private investor. The goal of the simulation is to maximize firm value.

"The Balanced Scorecard simulation will help instructors bring this important topic to life for students,” said Maureen Betses, Executive Vice President of Higher Education at Harvard Business Publishing. “Students playing the simulation will have an opportunity to use a scorecard in real time to make decisions for their company, analyze the impact of those decisions, and draw lessons from the experience. At Harvard Business School, this simulation has helped students improve their understanding of topics such as strategic planning and alignment, performance measurement, budgeting, and strategy maps.”

Authored by V.G. Narayanan, the Thomas D. Casserly, Jr. Professor of Business Administration at Harvard Business School, the simulation is delivered entirely online via the Harvard Business Publishing for Educators web site. The Balanced Scorecard is appropriate for MBA students, advanced undergraduate students, and executives who are taking courses in Strategy Implementation, Managerial Accounting, or other relevant courses in disciplines such as Strategy, Accounting, General Management, and Operations Management. Before playing the simulation, it is recommended that students have a basic understanding of the balanced scorecard concept.

Strategy Simulation: The Balanced Scorecard is 1 of 19 simulations available on the Harvard Business Publishing for Educators web site. Online simulations present real-world management challenges for students and encourage classroom interaction and discussion. Results are available immediately for a comprehensive debrief session. All simulations include a detailed Teaching Note.

For the complete list of Harvard Business Publishing simulations, visit the Educators Web Site.

About Harvard Business Publishing
Academic institutions around the world use HBP teaching materials to add a real-life perspective to their graduate, undergraduate, and executive courses. These course materials vividly capture the realities of business and encourage students to play an active role in learning. HBP’s offerings include:

• More than 8,000 case studies from Harvard Business School and partner case collections
• Online simulations and courses
• Articles from the Harvard Business Review and other top management journals
Books and chapters from Harvard Business Review Press
Powerful eLearning programs

For more information, visit www.hbsp.harvard.edu.

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