

## **APPLICATION OF THE BALANCED SCORECARD IN MEASURING PERFORMANCE OF STAI SYAMSUL ULUM UNIVERSITIES IN SUKABUMI CITY**

*Syafruddin Amir*

*Lecturer, Stai Syamsul Ulum Universities, Sukabumi, Indonesia*

### **ABSTRACT**

*The purpose of this study was to find out: The use of four Balanced Scorecard perspectives, namely finance, internal business processes, learning, growth, and customers in compiling parameters for measuring the performance of Tri Dharma colleges in addition to their relationship with mission strategies and theoretically can be developed at STAI Syamsul Ulum Sukabumi City. Performance measurement is still very limited in terms of seeing the concept of the institution as an integral entity in education and its operational activities.*

*The method in this study is a qualitative descriptive method. The use of the Balanced Scorecard perspective in compiling performance measurement parameters in addition to its relationship with a strategic mission can theoretically be developed theoretically at STAI Syamsul Ulum, Sukabumi City.*

**KEYWORDS:** *Application, Balanced Scorecard, Educational Institution, Performance*

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### **Article History**

**Received: 13 Apr 2019 | Revised: 25 Apr 2019 | Accepted: 06 Apr 2019**

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