

Abstract

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Balanced Scorecard in Higher Education Applied case study on “Arab Academy for Science, Technology and Maritime Transport”

This paper is aims to apply the balanced scorecard approach in educational institutions by replicate the strategic plan of the private university case study (Arab Academy for Science, Technology and Maritime Transfer) for years (2016-2021) in order to enhance its implementation through presenting the concept, strategy map for four perspectives. Also the conclusions presented which opens new direction for future research points.