*University of Phoenix Material*

Balanced Scorecard Template

# Note: Hoosier Media is to be used as a resource for this Week 3 assignment as a carryover from Week 2.

# Background

Strategic objectives are a measure of attaining your vision and mission. They reflect the vision, mission, and values of the business, as well as the outcomes of the intenral and external environmental analysis.

# Scorecard Areas

**Develop** at least three strategic objectives for each of the four balanced scorecard areas.

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| **Financial Objectives** | **Measures** | **Targets** |
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| **Customers Objectives** | **Measures** | **Targets** |
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| **Internal Business Process Objectives** | **Measures** | **Targets** |
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| **Learning and Growth Objectives** | **Measures** | **Targets** |
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# Reflection

**Assess**, in no more than 350 words, trends, assumptions, and risks of Hoosier Media, Inc.’s business model after completing the strategic objectives for each area.

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