**INNOVATION AND BUSINESS PERFORMANCE Learning Outcome 1: ACTIVITY 6**

Balanced scorecard case study

Read Marvin Soderberg, Suresh Karaganda, Norman T. Sheehan, Ganesh Vaidyanathan, (2011) "When is a balanced scorecard a balanced scorecard?” International Journal of Productivity and Performance Management, Vol. 60 Issue: 7, pp.688-708. (This article will be available in your online student resources.)

Make your notes below, under the headings provided.

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| Learning points |
| How can you apply this information? |
| How will you use it in your studies? |
| Revision notes |