

The Balanced Scorecard: Applied on Ericsson AB

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Seminar paper



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Seminar paper from the year 2011 in the subject Business economics - Business Management, Corporate Governance, grade: 1,7, Linnaeus University (-), course: Management Accounting, language: English, abstract: Ericsson, operating in four major segments, providing communication networks, services, multimedia solutions and mobile phones, has become a multinational cooperation. Despite its traditional roots, emphasize lays on quality, innovation and sustainability. Due to its large size it has become vital to find a management system everyone is able to participate in

on the one hand and which properly and timely monitors success and failure on the other hand. This Case explains the Balanced Scorecard, a performance measurement system, which includes four different perspectives, the Financial Perspective, the Customer Perspective, the Internal Perspective and the Innovation and Human Perspective. These perspectives are implemented into the strategy of a company.