

**ANALYSIS OF THE APPLICATION OF BALANCE
SCORECARD AS A PERFORMANCE EVALUATION AT
OPEN UNIVERSITY**

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ABSTRACT

This research was describing the perspective of the application of Balance Scorecard as a Performance Evaluation at Open University. This research was using the descriptive qualitative and descriptive quantitative methode. The variable is Balance Scorecard.

The result of this research will be showing that performance evaluation at Universitas Terbuka was only using descriptive quantitative data as a key performance indicator. Some of the ratio as a part of Balance Scorecard Perspective can be identified at the operational of Universitas Terbuka, so Performance Evaluation using Balance Scorecard can be implemented.

Keyword : Balance Scorecard, Descriptive Methode, Performance Evaluation