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Ashton Graduate School of

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Mid-Sixed achool
 candidately ranked in the top 20
 3-Near MBA Program
 Short-course executive program
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- School is becoming undistinguisher
 Clearose internity has lowered
 Task force
- · Learning on

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Watkins' Goal

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"To have the world's best graduate business education programs for developing results-oriented leaders with a general management perspective"

Financial Perspecti

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W of students ensering the program
 10% increased year for 5 years.

bolor oneset of briotiers
 20% increase
Objective 3: Increase ruleibur of short-ookine executive programs affered.

objective 3: Increase profits for companies usk short-course executive programs + 56 increase in profits

Customer Perspective

- 5% increase

Process Perspective

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Objective 1: Integrate more cose studies

• P of case studies

• S case studies/tourse
Objective 2: Utilize more out of the classroom
propriemore

Actions 1
Reportive 3: Increase visibility of academic articles
 - % of articles published per year

Learning & Gro

Character task force to analyze educational material available

or professionals from each field
 2 professionals
 Objective 2: Wordfilly dispit, mixedings to increase continuity

Objective 2: Surveys to companies using short outside programs - Satisfaction rates

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Ashton Graduate School of Business

Founded in 1960 Mid-Sized school Conditionally ranked in the top 26 2-Year MBA Program

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The Issue

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School is becoming undistinguished
 Classroom intensity has lowered
 Task force

· Phoose











Watkins' Goal

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"To have the world's best graduate business education programs for leveloping results-oriented leaders with a general management perspective"

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- % of students entering the program
 - 10% increase/year for 5 years

Alumni Network

Dellar amount of Denetions
20% increase

Objective it Increase number of short-course executive programs offered - Number of programs

Customer Perspective

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padastes compared to competition • Percentile amongst MSA programs • Tep 18%

- 95% retention rate

Bjective 3: Increase profits for companies using hort-course executive programs • % increase in profits

Process Perspective

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Objective 1) Integrate more case studies

- if of case of using

- 2 case studies/bourse
Objective 2: Utilize more out-of-the classroom
appringers

At least 1 bjective 3: Increase visibility of scudenic articles Learning & Grou Perspective

2 professionals
 Objective 2: Monthly dept. meetings to increseast reity

Objective 2: Surveys to companies using short course executive programs

Ashton Graduate School of Business

- Founded in 1960
- Mid-Sized school
- Consistently ranked in the top 20
- 2-Year MBA Program
- Short-course executive program
- Jack Watkins

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The Issue

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- School is becoming undistinguished
- Classroom intensity has lowered
- Task force
- Balanced Scorecard

Balanced Scorecard

- Robert Kaplan & David Norton
- Measures effectiveness
- Financial and non-financial measures
- 4 Perspectives:
 - Financial
 - Customer
 - Process
 - Learning and Growth

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Watkins' Goal

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"To have the world's best graduate business education programs for developing results-oriented leaders with a general management perspective"

Financial Perspective

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Objective 1: Increase enrollment

- % of students entering the program
- 10% increase/year for 5 years

Objective 2: Receive larger donations from Alumni Network

- Dollar amount of Donations
- · 20% increase

Objective 3: Increase number of short-course executive programs offered

- Number of programs
- 10 programs/year

Customer Perspective

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Objective 1: Deliver high starting salary for graduates compared to competition

- Percentile amongst MBA programs
- Top 10%

Objective 2: Maintain a high retention rate of students

- Retention rate of students
- 95% retention rate

Objective 3: Increase profits for companies using short-course executive programs

- % increase in profits
- 5% increase

Process Perspective

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Objective 1: Integrate more case studies

- # of case studies
- 3 case studies/course

Objective 2: Utilize more out-of-the-classroom experiences

- Number of trips per course
- At least 1

Objective 3: Increase visibility of academic articles

- % of articles published per year
- 15% increase for first 5 years