

# **Measurement and evaluation of policy-concepts using a scorecard based approach**

***Kai Berendes***



***ISDC 2000, Bergen***

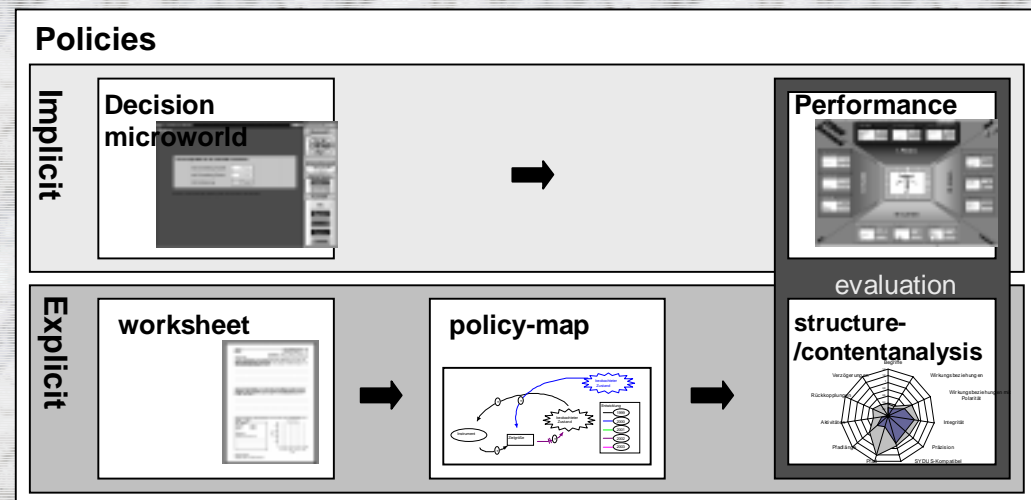
# Evaluation of policies in microworlds

## issues

- by using microworlds only decisions are visible, not the underlying policies
- effects between performance and policies are often disturbed, fuzzy and delayed
- only financial performance indicators like total profit acquired at the end of the simulation fall to short in respect to the evaluation of adequate policies in business world

## consequences

- Using both multidimensional performance and content analysis about decision rules which includes indicators derived from the target system





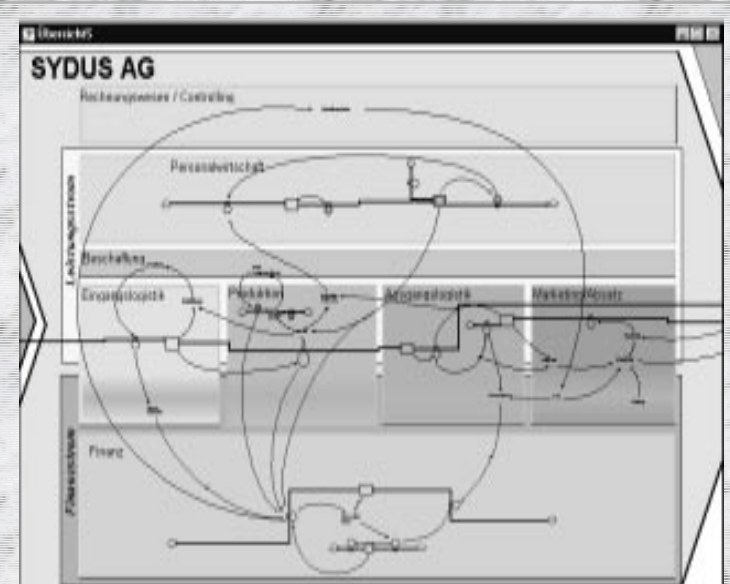
# Microworld SYDUS

## characteristics

- ❑ based within the approach of enterprise activities sensu PORTER
- ❑ represents generic business policies
- ❑ glass-box model
- ❑ test mode for decisions
- ❑ endogenous market model
- ❑ competition, network setting

## assignments for students

- exploration of the activities
- description of their policies (core elements and relations)
- input decision parameters



# Performance measurement

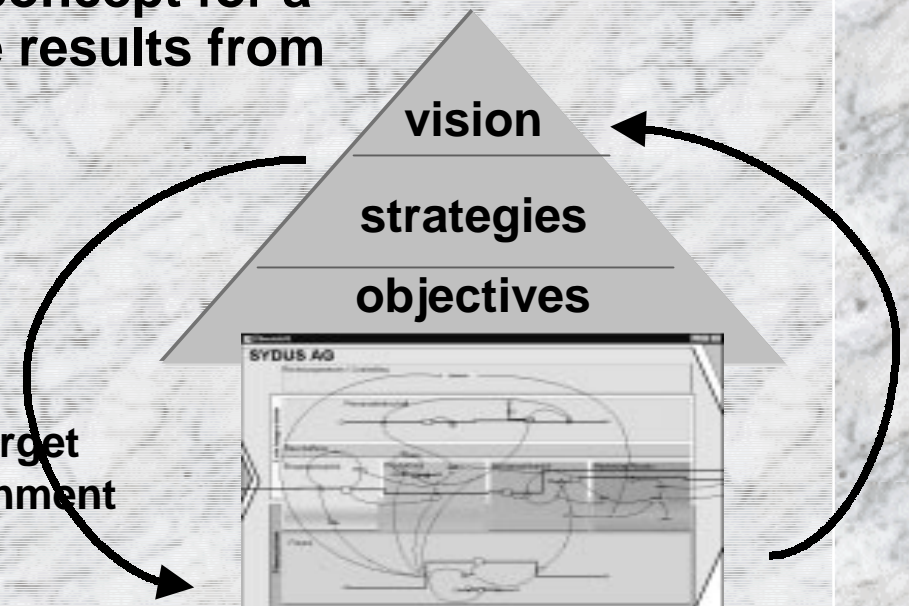
## approach

**scorecard based evaluation concept for a multidimensional view on the results from the application of policies.**

(vgl. Kaplan/Norton )

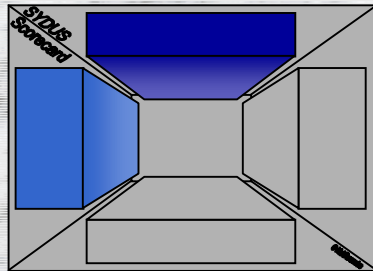
## characteristics

- ❑ indicators derivated from the target system and the learning environment
- ❑ consider performance drivers
- ❑ filter intuitive decision





# Objectives



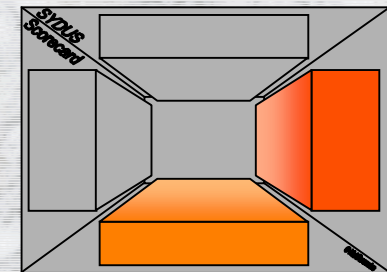
## external perspective

- be aware of the long-term financial objectives
- focus the customers' needs

## intuitive decision

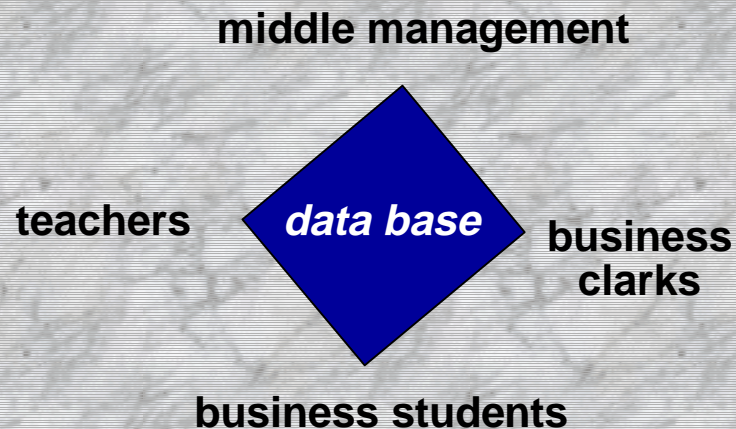
## internal perspectives

- capture the interactions between different activities
- continuous decisions
- goodness of fit



# First results and perspectives

## field studies



## evaluation

- readability of the glass-box model
- fit of decisions and underlying policies

performance



policies

