IPRO 357 Business Planning for a Web-Based Entrepreneurial Business

Strategic Management System

Background

With the capabilities of the BSC as a framework for implementing and managing strategy, in addition to the Kalidonis model developed by Dr. George Kalidonis, the Strategic Management System was developed. Besides the four inter-related perspectives used by the BSC, the SMS software also includes vision and mission (refer to Figure 2). This semester, the SMS software is going to be more conducive to customers. Therefore, users without any background or business background will find this software easy to use.

Updated Version of SMS

- **Strategy Map**: Increased efficiency and dynamic content
- **Virtual CEO**: Enhanced GUI
- **Content Wizard**: Increased reliability

Conclusion

Progress
- Technical improvements on Software
- Understanding of non-profit organization
- Refined the market position of SMS

Looking Ahead
- Develop an algorithm that can generate the strategy map with simple, remarkable and useful figures and numbers
- Improve the applicability of strategy
- To begin offering consulting, training and seminar, formulate educational handout, and market the SMS software

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