

台中市L 國中學校經營策略指標之建構-以平衡計分卡為例

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摘要

With the change of the social environment and reformation of education policies, such as the diversification of Teacher Education Program, the 9-year Integrated Curriculum, or the 12-Year Compulsory Education, school evaluation and teacher appraisal have become major topics of the performance of school management in recent years. To avoid the impact of a low birth rate and the interation of the educational marketization, the executive staff in school need to promote the educational quality in order to ensure the everlasting development of school management. According to Balanced Scorecard (BSC), which contains financial perspective, customer perspective, internal process perspective, and learning and growth perspective, the aim of this study is to construct School Management Effectiveness and a system of evaluation indicators in junior high school, with the expectations to improve and to develop a more effective management in schools in Taiwan. The researcher collected appraisal indices by surveying related literature and self-compiled the questionnaire that takes the executive staff and teachers of L Junior High School in Taichung city as research objects. All data from investigation was analyzed with Analytic Hierarchy Process (AHP) and probed the school

evaluation system for the BSC indicators.

關鍵字：School Management Strategies, BSC, AHP