

## Applying a Balanced Scorecard in Order to Establish the Strategic Management of Physical Education and Sports for Students of the Ministry of Health and Medical Education

### Abstract

**Background:** The main goal of this research is to use a balanced score card (BSC) in order to establish the strategic management of physical education and sports for the students of the Ministry of Health and Medical Education.

**Methods:** The present research is a strategic study, which is an applied research in terms of the research objectives and it is a mixed type (quantitative and qualitative) in terms of the data collection method. In the qualitative section, in order to prepare and formulate the strategic plan, a statistical sample of 12 experts was used as members of the research strategic council. Besides, library approaches, such as articles, books, magazines, and the Internet were used to collect the theoretical foundations and background of the research. In the quantitative section, the matrices of strategic studies, including the Internal Factor Evaluation (IFE) Matrix and External Factor Evaluation (EFE) Matrix and Analytic Hierarchy Process (AHP) were used for ranking opinions and strategies in Expert Choice and SPSS software for data analysis.

**Results:** In the present research, a balanced scorecard was used to evaluate the performance and implementation of strategies, and AHP hierarchical analysis was used for evaluating the importance and weight of the strategies of each aspect. Based on the balanced scorecard, four aspects of internal management, infrastructure development and income generation, culture promotion, and development of public sports and championship sports were identified as the main aspects of physical education and sports for students of the Ministry of Health and Medical Education. In addition, based on the results of this study, 10 strategies, 30 goals, 39 measures, and 45 actions were obtained.

**Conclusion:** Based on the SWOT analysis, a total of ten strategies, including two SO strategies, three WO strategies, two WT strategies, and three ST strategies were developed for physical education and sports for the students of the Ministry of Health and Medical Education, which include: strengthening the relationship between education and sports with the approach of making it attractive in universities of medical sciences, development and promotion of sport spaces, places, equipment, and activities through purposeful allocation and distribution of funds, development of income generation plans through sports competitions and events, extracurricular sports courses, promotional measures and financial support, strengthening relationship between the Ministry of Health and Medical Education with other institutions in order to participate and link with them for the active living/empowerment and development of human resources, physical training and sports, purposefulness in sending and hosting national sports competitions and events, student and international sports, developing and applying sports research with a research-oriented approach, setting up and creating a database for recording and storing health and physical activity information of individuals, developing and strengthening sports talent search projects in universities of medical sciences with the help of the Ministry of Youth and Sports, promoting interaction with prominent coaches, leagues, and clubs.

**Keywords:** Strategic planning, Strategic management, Balanced Scorecard: key performance indicator (KPIs), Mission Statement, SWOT (strength- weakness- opportunistic-Threat).

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