

**Master Project/Thesis: Examining performance system in Public Entity and
Creating KPI System**

A Case of Ilia State University – Business School

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Abstract

Generally, organizations have vision and mission statements articulated by the top management. However, focusing performance on the above-mentioned statements can become complicated on the departmental level, in case of absence of specific goals set for each unit. Besides, one should not forget about the importance of having the strategy for achieving those goals, and if ignored, the process and decision-making can become chaotic.

Iliuni Business School has a high potential of positioning on the market as a leading Business School. Therefore, strategic aims should be examined to identify existing problems and eliminate the deficiencies. As a result, the process of reaching predetermined goals will be more structured. In addition to that, the KPI system would ease the problem identification and base it on data analysis, providing the management with an opportunity to advance performance management system within the organization.

Master thesis aims to create Key Performance Indicators for Iliuni Business School. For the research purposes face-to-face interviews were held with the organization's top management in order to identify core strategic goals, that was tested according to the obtained qualitative and quantitative data. Mentioned goals were concretized by sub-goals, afterwards formulas were linked to each sub-goal to make the captions measurable.

Keywords: Top management, KPI, goals, sub-goals, formula, responsible unit.