The objective of this report is to create a balanced scorecard for the master in business administration. For do it, it's necessary to analyse the different studies and results about the balanced scorecard in enterprises and in the no lucrative organizations like a public university, with his advantages and disadvantages. For a correct implementation of the balanced scorecard (BSC), I investigate the Public University of Navarre's strategy, and his application in the master in business administration (MBA). Following the indications of BSC created by Robert Kaplan and David Norton in 1992, I make a BSC for his application in the MBA in the next years.