

ABSTRACT

By its development, the private university is not free from some problem which are faced, especially the quality of output and its relevance with society need.

Teacher Education High School (STKIP) and Administration High School (STIA) Sebelas April Sumedang, the object of this research, have tried to fulfill constituency requirement of the university in preparing establishment of Sebelas April University (UNSAF) Sumedang.

This research is aimed to describe and analyze institution environment, vission, mission, aim and purpose of the institution, strategy and policy of developing the institution and its activities, particularly if it is observed from Strategy Management Concept (MS) and Balanced Scorecard (BSC).

The subject of this research consists of director and all assistant director of the institution and the head of the foundation. The method which is used is descriptive analysis qualitative approach the technique of collecting data is interview, observation and documentation study.

The research finds several findings : (1) STKIP and STIA Sebelas April have unavailable similar lack of structure, infrastructure, finance and human resource which are needed to develop and manage the institution. (2) STKIP and STIA have managed the education and developed the institution by strategy management concept. (3) Foundation and daily executive have agreed about managing the institution that the foundation manages structure, infrastructure and finance, but the executive manages education.

This research has some conclusions based on the question research :

1. To arrange and establish vission, mission, aim and purpose, strategy and policy. it must observe analysis result of the internal and external environment of the institution.
2. Vission is determined by team work includes director and all of assistant director and the head of foundation by observing the analysis result of institution environment and it is approved by the legitimation of faculty senat.
3. The best education program of STKIP which has strategic position in the future is Mathematic Education degree (S1) and Pascasarjana degree of Magister Management Education. But the best program of STIA is degree of Government Administration Education and Pascasarjana degree of Magister State Administration.