

Konzepte Und It-unterstützung Für Das Supply Chain Management - Ulrike Wollgandt

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Supply Chain Management ist inzwischen in aller Munde. Viele namhafte Beratungsunternehmen und Institute, wie zum Beispiel die Fraunhofer Institute in Stuttgart, bieten Kurse und Beratungen zu diesem Thema an und propagieren das Supply Chain Management als die Herausforderung an das Management des 21. Jahrhunderts. (vgl. Fraunhofer IIS und ATL, 2004) Doch was ist so neu und revolutionär an Supply Chain Management Wie verschaffen sich die Unternehmen hierdurch ein Wettbewerbsvorteil - und welche Rolle spielt dabei eine geeignete Softwareunterstützung Die vorliegende Arbeit widmet sich der Beantwortung dieser Fragen. Ziel ist es dabei ein Grundverständnis für den Begriff des Supply Chain Management zu vermitteln und auf dieser Basis einen Überblick über die wichtigsten Konzepte des SCM zu geben. Schlussendlich soll die Wichtigkeit einer geeigneten IT-Unterstützung dargestellt werden. Dabei werden sowohl Aspekte der Betriebswirtschaft und der Logistik als auch informationstechnologische Aspekte betrachtet und im Kontext eines Supply Chain Management zu einer funktionalen Einheit zusammengeführt. Studienarbeit aus dem Jahr 2004 im Fachbereich Wirtschaft - Unternehmensführung, Management, Organisation, Note: 1,0, Hochschule der Medien Stuttgart, 40 Quellen im Literaturverzeichnis, Sprache: Deutsch. Author: Wollgandt, Ulrike Publisher: GRIN Verlag Illustration: N Language: GER Title: Konzepte und IT-Unterstützung für das Supply Chain Management Pages: 00058 (Encrypted PDF) On Sale: 2005-01-01 SKU-13/ISBN: 9783638387453 Category: Business & Economics : Management - General

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