

Die Balanced Scorecard Als Instrument Der Unternehmensführung - Enrico Schæpe

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Die vorliegende Studienarbeit befasst sich mit dem Managementsystem Balanced Scorecard (BSC). Im Mittelpunkt der Arbeit steht dabei die Betrachtung der Einsetzbarkeit einer Balanced Scorecard als Instrument für die Unternehmensführung. Zunächst werden jedoch grundlegende Informationen zum Aufbau eines solchen Managementsystems gegeben. Die dabei immer wieder auftretenden Zusammenhänge zu einem Führungsinstrument werden später aufgegriffen und näher erläutert. Besonders die Vorzüge der Balanced Scorecard für das Top-Management stehen dabei im Vordergrund der Betrachtung. Ebenso erfolgt eine Darstellung der Beziehungen zwischen der Balanced Scorecard und bereits bestehenden Managementkonzepten. Schließlich gibt die Arbeit eine Übersicht zum Stand der Anwendung des Balanced Scorecard Konzepts. Author: Schæpe, Enrico Publisher: GRIN Verlag Illustration: N Language: GER Title: Die Balanced Scorecard als Instrument der Unternehmensführung Pages: 00048 (Encrypted PDF) On Sale: 2005-01-01 SKU-13/ISBN: 9783638376952 Category: Business & Economics : Management - General

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