



Balanced Scorecard als Controllinginstrument im Supply Chain Management (German Edition)

Felix Engel

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Studienarbeit aus dem Jahr 2009 im Fachbereich BWL - Controlling, Note: 2,0, Rheinische Fachhochschule Köln, Sprache: Deutsch, Abstract: Es werden die Thematiken Supply Chain Management, Balanced Scorecard als Controllinginstrument und die Implementierung der Balanced Scorecard in das Konzept Supply Chain Management. Diese Arbeit thematisiert das Supply Chain Management (SCM) und die Balanced Scorecard (BSC). Es wird darauf eingegangen wie beide Thematiken miteinander zur Supply Chain Scorecard (SCBSC) verknüpft werden können, wie also mit Hilfe der BSC die Supply Chain gesteuert werden kann. Zu allen angesprochenen Konzepten werden Gründe für deren Entstehung genannt. Es werden verschiedene Ansätze beleuchtet und auf jene, die von elementarer Bedeutung sind, wird näher eingegangen.

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