



Projektcontrolling. Konzeption und Instrumente (German Edition)

Sevil Sencan

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Studienarbeit aus dem Jahr 2007 im Fachbereich BWL - Controlling, Note: 1,3, Ruprecht-Karls-Universität Heidelberg, 13 Quellen im Literaturverzeichnis, Sprache: Deutsch, Abstract: Viele Unternehmen sehen sich neuen Aufgabenstellungen gegenüber. Ursachen sind der weltweite Wettbewerb, die häufigen Produktwechsel und der Zwang zu permanenter Veränderung. Dies wird besonders in sehr dynamischen Bereichen, wie der Unterhaltungselektronik deutlich. Gab es dort vor 30 Jahren fast nur nationale Anbieter mit vergleichsweise einfachen Produkten, findet man heute weltweite Hersteller, die technisch hoch anspruchsvolle Produkte vermarkten.

Natürlich ist von diesen Änderungen auch die Abwicklung der innerbetrieblichen Aufgaben betroffen. Der Anteil der Routineaufgaben nimmt ab, während zunehmend komplexe und neuartige Aufgaben anstehen, die in Form von Projekten abgewickelt werden müssen.

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