



# **Grundlagen des Controlling. Entstehung, Bedeutung, Struktur und Ziele (German Edition)**

*Marion Schauder*

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Akademische Arbeit aus dem Jahr 2004 im Fachbereich BWL - Controlling, Note: 1,7, Hochschule für angewandte Wissenschaften Würzburg-Schweinfurt, Sprache: Deutsch, Abstract: Dieser Text gibt eine kurze Zusammenfassung des Controllings. Dabei wird auf die Entstehung, die Bedeutung, die wesentlichen Grundlagen, auf die Struktur und auf die Schwachstellen des klassischen Controllings eingegangen.

Aus dem Inhalt:

Historische Entwicklung,  
Begriff „Controlling“,  
Veränderungen des Unternehmensumfeldes,  
Notwendigkeit des Controlling,  
Die Ziele, Die Aufgaben, Die Instrumente,  
Kennzahlen und Kennzahlensysteme,  
Strategisches und operatives Controlling  
Struktur des Controllings,  
Das Controllingsystem,  
Die Controlling-Konzeption,  
Schwachstellen des klassischen Controlling.

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