



Strategisches E-Business-Controlling (German Edition)

Knut Bodeewes

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Studienarbeit aus dem Jahr 2004 im Fachbereich BWL - Controlling, Note: 1,3, Ludwig-Maximilians-Universität München (Wirtschaftsinformatik), Veranstaltung: Controlling und Electronic Business, Sprache: Deutsch, Abstract: Ausgehend von der Problematik, welche Aufgaben das Strategische Controlling bei E-Business Aktivitäten erfüllt und welche Auswirkungen dies auf das Strategische Controlling hat, ergibt sich eine zweifache Aufgabenstellung.

Die folgende Arbeit hat damit zum Ziel, in einem ersten Zugriff die Frage zu bearbeiten, wie weit Instrumente und Organisation des „klassischen“ Strategischen Controlling angewendet oder verändert werden können oder müssen. Durch eine Rekonstruktion typischer Instrumente des Strategischen Controlling wird dabei ebenso die rekursive Frage gestellt, was eine konsequente Anwendung von Strategischen Controlling Instrumenten für EBusiness Aktivitäten bedeutet. Nach der Erarbeitung der Problemstellung in Kapitel 1 sollen in Kapitel 2 Grundlagen für die weitere Diskussion bezüglich der Anwendung eines Strategischen Controlling im E-Business Bereich erarbeitet werden. Dabei sollen exemplarisch einzelne Instrumente dargestellt und deren organisatorische Verortung vorgestellt werden. Ein Schwerpunkt wird dabei auf die Balanced Scorecard als ein mögliches „neueres“ Konzept gelegt. Daraufhin folgt in Kapitel 3 eine begriffsstrategische Betrachtung des Themenkomplexes E-Business in der Literatur. Dies erfolgt vor dem Hintergrund der Implementierung von E-Business Aktivitäten in Unternehmen. Ebenso wird ein Strategiebezug dieser Aktivitäten erläutert und damit die Auswirkungen für das Strategische Controlling diskutiert. Im Anschluss folgt eine Überprüfung der Möglichkeiten einer Anwendung der bereits dargestellten Instrumente des Strategischen Controlling für EBusiness Aktivitäten in Kapitel 4. Abschließend werden die Erkenntnisse in Kapitel 5 zusammengefasst.

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