



Szenarien zur Unternehmensentwicklung (German Edition)

Christina Müller

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Studienarbeit aus dem Jahr 2004 im Fachbereich BWL - Beschaffung, Produktion, Logistik, Note: 1,7, Johannes Gutenberg-Universität Mainz (Lehrstuhl für Allgemeine Betriebswirtschaftslehre und Produktionswirtschaft), Sprache: Deutsch, Abstract: Für die Unternehmen Siemens bzw. BASF AG sollte jeweils eine allgemeingültige Unternehmensstrategie entworfen werden. Hierfür wurden die Seminarteilnehmer in zwei Gruppen á 10 Mitglieder eingeteilt. Jede Projektgruppe sollte nun innerhalb eines vorgegebenen Zeitrahmens eine möglichst realistische Strategie mit Hilfe der Szenariotechnik 1 für eines der Unternehmen entwickeln, welche bis ins Jahr 2020 ihre Gültigkeit besitzt. Aufgabe einer Strategie ist es, langfristig und unter vielen verschiedenen Umweltzuständen umsetzbar zu sein und zu bleiben. Es ist folglich wichtig, ein entsprechendes Wissen über die zukünftige Entwicklung der Umwelt - wie zum Beispiel im Bereich Bildung, Bevölkerung oder Verkehr - zu erlangen. Um diese bedeutenden Hintergrunddaten zu ermitteln, wurde jede Gruppe nochmals in fünf Arbeitsgruppen untergliedert.

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