



Das Konzept der Balanced Scorecard (German Edition)

Jörg Warnke

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Akademische Arbeit aus dem Jahr 2007 im Fachbereich BWL - Controlling, Note: 1,1, Hamburger Fern-Hochschule, Sprache: Deutsch, Abstract: Die Balanced Scorecard stellt ein Managementkonzept dar, das die Entwicklung einer Unternehmensstrategie sowie deren Umsetzung sicherstellen soll. „Management ist die Leitung soziotechnischer Systeme in personen- und sachbezogener Hinsicht mit Hilfe professioneller Methoden.“

Der Managementbegriff hat dabei zwei Bedeutungen. Im institutionellen Sinn werden unter Management alle Institutionen des Unternehmens verstanden, „die über Kompetenzen zur Festlegung, Steuerung und Koordinierung der Aktivitäten untergeordneter Stellen verfügen.“ „Als Funktion umfasst das Management alle zur Bestimmung der Ziele, der Steuerung und der Handlungsweisen des Unternehmens sowie zu deren Verwirklichung notwendigen Aufgaben, die nicht ausführender Art sind.“ Im Rahmen dieser Arbeit wird der Managementbegriff im funktionellen Sinn verwendet. Dabei soll mithilfe dieser Konzeption die Komplexität der Unternehmens- und Arbeitsumwelt reduziert werden, um mit einer klaren Systematik die Grundbedingungen für ein erfolgreiches Management, „nämlich das Verständnis für die Zusammenhänge zwischen allen Managementaufgaben“, sicher zu stellen.

Die vorliegende Arbeit beschäftigt sich mit den theoretischen Grundlagen und Begrifflichkeiten der Balanced Scorecard. Hierfür wird das Grundkonzept der Balanced Scorecard nach Kaplan und Norton (1997) beschrieben. Neben der Struktur und dem Aufbau des Konzeptes gibt diese Arbeit auch einen Einblick in die Unternehmensperspektiven und definiert den Bereich Kennzahlen. Abgeschlossen wird die Arbeit mit dem Aspekt Führung durch Kommunikation.

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