



Projektmanagement-Modell für Beratungsprojekte (German Edition)

Benedikt Rudnik

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Studienarbeit aus dem Jahr 2009 im Fachbereich BWL - Personal und Organisation, Hamburg School of Business Administration gGmbH, Sprache: Deutsch, Abstract: Häufig hört man in Unternehmen das Wort „Projekt“ doch was genau verbirgt sich dahinter? In der Regel ist schnell zu erkennen, dass sich dahinter Aufgaben verbergen, die nicht zu den gewöhnlichen Aufgaben gehören und außerdem nicht in die gewöhnliche Struktur passt. Oftmals sind diese Projekte die Einführung einer großen Verwaltungssoftware, die Ausgliederung des Fuhrparks aus dem Unternehmen oder die Informationsaufbereitung für zukünftige Entscheidungen über die Erschließung neuer Segmente. Außerdem sind Projekte in der Automobilindustrie in der Entwicklung neuer Baureihen und Modelle anzutreffen. Weiter lässt sich erkennen, dass diese Projekte immer von der Unternehmensleitung eingesetzt werden um eine Entwicklung voranzutreiben. Scheinbar sollen Projekte eine Veränderung mitbringen, damit wären sie prädestiniert um im Bereich der Unternehmensberatung eingesetzt zu werden.

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