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Einführung in die Produktionswirtschaft (German Edition)

Marion Steven

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Einführung in die Produktionswirtschaft (German Edition) Marion Steven
Die Produktion ist eine zentrale betriebliche Funktion, die unter den Bedingungen des globalen Standortwettbewerbs so gestaltet werden muss, dass nachhaltige Wettbewerbsvorteile entstehen. Das Aufgabenfeld der Produktionswirtschaft umfasst insbesondere die Materialbereitstellung, die Lieferantenwahl, Transportvorgänge, die Lagerhaltung, die Planung von Produktionsprogrammen, die Planung und Steuerung des Produktionsprozesses selbst sowie die Abbildung und Kontrolle dieser Vorgänge im Rechnungswesen. Das Lehrbuch hat das Ziel, Studierende ohne Vorkenntnisse mit den wichtigsten Sachverhalten und Planungsmethoden der Produktionswirtschaft vertraut zu machen. Es ist in 13 Lehreinheiten gegliedert, deren Inhalt jeweils dem Umfang einer Vorlesungsdoppelstunde entspricht.

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