



Einsatz der Balanced Scorecard in der Personalwirtschaft (German Edition)

Melanie Rosenstingl

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Studienarbeit aus dem Jahr 2002 im Fachbereich BWL - Personal und Organisation, Note: 1,7, Hochschule für Wirtschaft und Umwelt Nürtingen-Geislingen; Standort Nürtingen (Personalwirtschaft), Veranstaltung: Oberseminar Personalwirtschaft, Sprache: Deutsch, Abstract: Die „Balanced Scorecard“ ist ein Management- und Steuerungsinstrument, welches Unternehmensprozesse auf eine ganzheitliche Art und Weise betrachtet. Seit der ersten Veröffentlichung vor 10 Jahren durch die Herren Robert Kaplan und David Norton nimmt der Einsatz der Balanced Scorecard in der Praxis immer mehr zu.

Waren zu Beginn der 90er Jahre gerade einmal 12 US-amerikanische Firmen an dem Projekt von Kaplan und Norton beteiligt, setzten laut einer Studie der Katholischen Universität Eichstätt im November/ Dezember 2000 bereits 40% der Dax 100-Unternehmen die Balanced Scorecard erfolgreich ein. Ob und inwieweit sich die Balanced Scorecard als Instrument für die Personalwirtschaft eignet, ist Thema dieser Seminararbeit. Nach einer Einführung in das Konzept und die Erstellung einer Balanced Scorecard wird der Einsatz der Balanced Scorecard in der Personalwirtschaft geklärt: welche Rolle die Personalwirtschaft bei der Erstellung der Unternehmens-Scorecard spielt, und auch ob und wie eine eigene Balanced Scorecard für den Personalbereich erstellt werden kann.

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