



Zero-Base-Budgeting als Methode des strategischen Kostenmanagements (German Edition)

Christian Müller

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Studienarbeit aus dem Jahr 2005 im Fachbereich BWL - Controlling, Note: 1,3, Hochschule Mannheim, Veranstaltung: Controlling 2, 16 Quellen im Literaturverzeichnis, Sprache: Deutsch, Abstract: Die vorliegende Seminararbeit wurde im Rahmen des Studiums für Wirtschaftsingenieurwesen im Fach Controlling zum Themenbereich des Kostenmanagements angefertigt. Das strategische Kostenmanagement besitzt im heutigen Controlling einen hohen Stellenwert. Durch den Einsatz verschiedener Strategien, Maßnahmen und Instrumente versucht das Controlling, die Kosten vorteilhaft zu gestalten und damit die Wettbewerbsposition seines Unternehmens zu stärken.

In dieser Seminararbeit wird aus dem Bereich des Kostenmanagement das Instrument bzw. die Methode des Zero-Base-Budgeting erläutert. Nach einem kurzen Überblick auf die historische Entwicklung und einer allgemeinen Begriffsbestimmung des Zero-Base-Budgeting wird das Kostenmanagementinstrument in seinem Ablauf detailliert erläutert. Abschließend wird die Budgetierungstechnik differenziert bewertet und aufgezeigt welchen Stellenwert das Zero-Base-Budgeting im heutigen Controlling einnimmt.

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