



Auslandentsendungen erfolgreich gestalten (German Edition)

Erik Ackner

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Studienarbeit aus dem Jahr 2008 im Fachbereich BWL - Personal und Organisation, Note: 2,3, Fachhochschule für Wirtschaft Berlin, Sprache: Deutsch, Abstract: Wie garantiere ich den Erfolg einer Entsendung? Entsendungen kosten viel Geld und sollten daher auch rentabel sein.

Dieser Frage möchte ich in meiner Hausarbeit auf den Grund gehen. Erst einmal gebe ich einen kleinen Überblick, wozu Entsendungen notwendig sind und welche es gibt.

Mein Ziel ist es, ein Schema zu ermitteln, welches so viele Risiken wie möglich ausschaltet und somit die Chance des Erfolgs erhöht. Risiken bestehen ohne Zweifel. Es kann zu vorzeitigen Abbrüchen, schlechten Leistungen oder Fluktuation kommen und somit viel Geld kosten. In der Praxis zeigt sich häufig, dass Entsendungen nicht ausreichend geplant und vorbereitet werden.

Um einen Einblick in die Praxis zu geben, zeige ich, wie der Automobilhersteller BMW Group seine Auslandentsendungen handhabt.

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