



Unternehmenskrisen und Krisenmanagement (German Edition)

Ronny Scharschmidt

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Studienarbeit aus dem Jahr 2008 im Fachbereich BWL - Controlling, Note: 1,7, FOM Essen, Hochschule für Oekonomie & Management gemeinnützige GmbH, Hochschulleitung Essen früher Fachhochschule, Sprache: Deutsch, Abstract: Der Begriff der Krise ist nicht nur im Zusammenhang mit Unternehmenskrisen und der Wirtschaft weit verbreitet, sondern wird häufig ebenfalls im allgemeinen Sprachgebrauch verwendet. Es gibt eine Vielzahl von Wortkonstruktionen mit dem Grundwort Krise, wobei die meisten eine Assoziation zum negativ, vorbelasteten Begriff der Gefahr herstellen. In dieser Arbeit soll unter anderem betrachtet werden, ob diese Verbindung gerechtfertigt ist. Der ehemalige Bundeskanzler der Bundesrepublik Deutschland, Richard von Weizsäcker, sagt dazu:

„Wir sollten von den Chinesen lernen – sie haben das gleiche Schriftzeichen für Krise und Chance.“

Die Krise nicht als Gefahr, sondern auch als Chance zu betrachten, ist eine wichtige Aufgabe der heutigen Unternehmensführung. Zum Umgang mit Krisen gehört nicht nur das Management von bereits vorhandenen Krisen bzw. Krisensymptomen, sondern ebenfalls die Vermeidung von zukünftigen Krisen. Was unter einem Krisenmanagement im Unternehmen zu verstehen ist und wie es zu Unternehmenskrisen kommen kann, soll im Folgenden betrachtet werden.

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