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| Descrizione fisica | 1 online resource (160 pages) |
| Collana | Lehr- und Handbücher der Wirtschaftswissenschaft |
| Altri autori (Persone) | SchneiderJurgen |
| Soggetti | Business education Self-instruction |
| Lingua di pubblicazione | Tedesco |
| Formato | Materiale a stampa |
| Livello bibliografico | Monografia |
| Nota di contenuto | Vorwort -- Inhalt -- 1 Einleitung -- 2 Themenbezogene Einzelaufgaben -- 3 Gesamtsituationsbezogene Klausuren -- 4 Integration von Planspielen in die Lehre -- 5 Ausblick -- Literatur -- Tabellenverzeichnis -- Abbildungsverzeichnis -- Stichwortverzeichnis -- Zu den Autoren |
| Sommario/riassunto | This book serves as a comprehensive guide for students and educators involved in general management. It covers various exercises and case studies that facilitate self-learning and help integrate these concepts into academic programs. The book provides detailed tasks related to market analysis, value analysis, and financial analysis, along with practical advice for incorporating these exercises into teaching methodologies. It aims to enhance the reader's understanding and application of management principles in real-world scenarios. |