



Target Costing ALS Instrument Des Fe-Controlling

By Patrick Domagalski

Grin Verlag. Paperback. Condition: New. 28 pages. Dimensions: 8.0in. x 5.5in. x 0.6in. Studienarbeit aus dem Jahr 2005 im Fachbereich BWL - Controlling, Note: 2,0, Helmut-Schmidt-Universität - Universität der Bundeswehr Hamburg, 20 Quellen im Literaturverzeichnis, Sprache: Deutsch, Abstract: Das Konzept des Target Costing (jap. : genka kikaku) findet in Japan seit den 60er Jahren Anwendung. Im Gegensatz zur klassischen Kosten- und Leistungsrechnung beantwortet das Target Costing nicht die Frage, Was wird ein Produkt kosten, sondern, Was darf ein Produkt kosten. Die Ursache dieses Ansatzes des Kostenmanagements war die Intensivierung des Wettbewerbs und die Verkürzung der Produktlebenszyklen. Hauptsächlich wurde zu der Zeit das Target Costing in der japanischen Automobil- und Elektronikindustrie, sowie in dem Baumaschinenbau angewendet. In den 80er Jahren gelangte diese Idee und Methodik über den amerikanischen in den deutschen Sprachraum. Die meisten Veröffentlichungen gehen auf japanische Autoren wie u. a. Hiromoto (1988), Sakurai (1989) und Tanaka (1989) zurück. In den USA wird das Target Costing u. a. durch Cooper (1991) und Kaplan (1991) behandelt. In Deutschland haben sich Horvath (1990) und Seidenschwarz (1993) näher mit der Thematik beschäftigt. Die Seminararbeit Target Costing als Instrument des F and E-Controlling stellt die Anwendung dieses Instruments auf die Forschung und...



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