



Was ist das Produkt von Schule? Grundlagen der Schulbetriebswirtschaftslehre (German Edition)

Dietrich Schönbeck

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Masterarbeit aus dem Jahr 2012 im Fachbereich Pädagogik - Schulwesen, Bildungs- u. Schulpolitik, Note: 1,3, Technische Universität Kaiserslautern (DISC), Veranstaltung: Fernstudium Schulmanagement, Sprache: Deutsch, Abstract: Ausgangspunkt der Untersuchung ist die Frage, was das "Produkt" von Schule ist. Eine Beantwortung dieser Frage ist für die wirtschaftliche Ausrichtung einer Schule hoch relevant, d.h. hinsichtlich Kunden, Prozesse, Ergebnisse, etc.

Die vorliegende Masterarbeit untersucht die Frage, ob und inwieweit Unterricht als Dienstleistung zu betrachten ist.

Zu diesem Zweck wird Unterricht in seine vier Bausteine zerlegt und diese Bausteine werden dann anhand des Standardmodelles der Dienstleistung untersucht. Die Bausteine werden differenziert auf der Skala Sachgut - Dienstleistung eingeordnet.

Die Untersuchung schließt mit einem Gesamturteil.



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