



The Managing Diversity program of the Deutsche Bank

By Tobias Berghahn

GRIN Verlag Mrz 2011, 2011. sonst. Bücher. Book Condition: Neu. 210x148x1 mm. This item is printed on demand - Print on Demand Neuware - Seminar paper from the year 2005 in the subject Business economics - Personnel and Organisation, grade: 1,0, International Business School Budapest, 11 entries in the bibliography, language: English, abstract: Introduction: Managing Diversity is a relatively new concept applied in the business world of today. An increasing number of enterprises are using this concept with several different objectives like increasing their profits or creating a better working environment. This assignment is meant to explain the MD approach and to test its success by comparing theory and practice. During the following pages I will describe the theoretical background of the several Equal Opportunity and the Managing Diversity Approaches. Therefore I am going to use the Strategy Web Model and explain and judge each of its elements. The next step will be an analysis of the large German banking enterprise Deutsche Bank with regard to their EO and specially MD policies. Comparing the theoretically described sections of the Strategy Web Model with their counterparts in the practice used by the Deutsche Bank will lead to an evaluation of...



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