

PLANNING

→ DEFINITION:

PLANNING involves selecting missions and objectives and deciding on the action to achieve them, which requires that is choosing a course of action from among alternatives.

or,

→ It is a mental process involving the use of intellect, foresight, imagination and a sound judgment. Planning & deciding in advance what is to be done, when, where, how and by whom it is to be done.

ELEMENTS OF PLANNING:-

The following are the important elements of planning.

[A] Missions, or, PURPOSES:

The basic purposes or function or, tasks of an enterprise, or, agency or, any part of it.

[B]. OBJECTIVES:

The objective determine the goals on the basis of which the action of an enterprise is projected.

[C]. POLICIES: The Policies provide guidance to the subordinate and enlist their cooperation on the guided lines.

[D]. PROCEDURE: Procedure charts out the specific Manner in which the Action are to be taken and the work Accomplished.

[E]. PROGRAMME: → Programme are Meant for Assembling All Plans into one In a Workable form for the a complete and orderly course of action.

[F]. BUDGET: → Budget are said to be the statement of Numerical facts designed to attain the desired Results.

*→ IMPORTANCE OF PLANNING: →

- Improves Competitive strength.
- Improves Motivation.
- Encourages Innovations and Creativity.
- Planning off sets future uncertainty and change.
- Planning Helps in Management by defining objectives.
- Better Coordination.
- Economy in operation.
- Helps in control.

*→ STEPS IN PLANNING: →

- Following are the important stages in the process of planning.
- 1. Determination of objective.

- (B) Establishment of planning premises.
- [III] Determination of Alternative courses.
 - [IV] Evaluation of Alternative and selection of the course of action.
 - [V] Preparation of derivative plans.
 - [VI] Timing and sequence of operations.
 - [VII] Securing participation of employees.
 - [VIII] Considering the strategy.
 - [IX] Providing follow-up to the proposed course of action.

Limitations of Planning *

→ THE following are the obstacles to the process of planning.

[1] → A costly Proposition.

[2] → Planning fails with big and regular changes.

[3] → INELASTIC ADMINISTRATION.

[4] → UNRELIABLE Estimates.

[5] → Initiative, originality and individuality yield to planned efforts.