

# DEPARTMENT OF BBA

H. D. JAIN COLLEGE ARA

\* BY- Dr. Rajesh Kumar Ray(Faculty)

## *PAPER: - MANAGEMENT CONCEPT PLANNING*

"Planning is the function of a manager which involves the selection from among alternatives of objectives, policies, procedures and programmes. It is thus, decision-making affecting the future course of an enterprise or a department."

"Planning is deciding the best alternative among others to perform different managerial operations in order to achieve the pre-determined goal"

"Planning is deciding in advance what is to be done. When a manager plans, he projects a course of action for the future, attempting to achieve a consistent, co-ordinated structure of operations aimed at desired results"

### *Nature of Planning:-*

1. Planning is goal-oriented: Every plan must contribute in some positive way towards the accomplishment of group objectives. Planning has no meaning without being related to goals.
2. Primacy of Planning: Planning is the first of the managerial functions. It precedes all other management functions.
3. Pervasiveness of Planning: Planning is found at all levels of management. Top management looks after strategic planning. Middle management is in charge of administrative planning. Lower management has to concentrate on operational planning.

4. Efficiency, Economy and Accuracy: Efficiency of plan is measured by its contribution to the objectives as economically as possible. Planning also focuses on accurate forecasts.
5. Co-ordination: Planning co-ordinates the what, who, how, where and why of planning. Without co-ordination of all activities, we cannot have united efforts.
6. Limiting Factors: A planner must recognize the limiting factors (money, manpower etc.) and formulate plans in the light of these critical factors.
7. Flexibility: The process of planning should be adaptable to changing environmental conditions.
8. Planning is an intellectual process: The quality of planning will vary according to the quality of the mind of the manager.

### **IMPORTANCE OF PLANNING**

1. **Planning provides directions:** By stating in advance, how the work is to be done planning provides direction for action. Planning ensures that objectives are clearly stated in order to develop appropriate course of action. If the plans are set, the department and individuals can work in coordination.
2. **Planning reduces the risk of uncertainty:** Planning is an activity, which enables a manager to look ahead and anticipate changes. Changes or events cannot be eliminated but by deciding the plans and course of action in advance managers can anticipate it and adjust the plans according to the situation.
3. **Planning reduces overlapping and wasteful activities:** Planning serves as the basis of coordinating the activities and efforts of different divisions departments and individuals. It reduces useless and redundant activities, avoids confusion and misunderstanding, and ensures clarity in thought and action.

**4. Planning promotes innovative ideas:** Planning is the first function of management. Managers get the opportunity to develop new ideas and new ideas can take the shape of concrete plans. It guides all future action leading to growth and prosperity of the business.

**5. Planning facilitates decision making:** Planning involves setting targets and predicting future conditions, thus helping in taking rational decisions from alternative courses of action.

**6. Planning establishes standards for controlling:** Planning provides the standards against which the actual performance is measured. Therefore planning is a prerequisite for controlling.