



SNS COLLEGE OF ENGINEERING

Kurumbapalayam (Po), Coimbatore – 641 107

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DEPARTMENT OF MANAGEMENT STUDIES

COURSE NAME : 19BA101- MANAGEMENT AND ORGANISATIONAL BEHAVIOUR

I YEAR /I SEMESTER

Unit 2- Functions of Management

Topic -1: The Nature and Purpose of Planning- Objectives - Strategies, Policies



Functions of Management





Functions of Management



Planning is the process by which managers establish goals and define the methods by which these goals are to be attained.

Planning involves selecting missions and objectives and the actions to achieve them; it requires decision making, which is choosing from among alternative future courses of action.

- ◀ Planning is the
 - ◀ main role of a manager is creating a plan to meet company goals and objectives
 - ◀ involves allocating employee resources and delegating responsibilities, as well as setting realistic timelines and standards for completion



Functions of Management



- ◀ Planning enquirers about organizational strengths and weaknesses and involves decision making about desired ways and means to achieve them.
- ◀ Planning to a manager means thinking about
 - ◀ what is to be done,
 - ◀ who is going to do it, and
 - ◀ how and when he will do it.
 - ◀ It also involves thinking about past events (retrospectively) and about future opportunities and impending threats (prospectively).



Nature of Planning



- ◀ The nature of planning can be understood by examining its four major aspects.
 - ◀ It is a contribution to objectives,
 - ◀ It is primacy among the manager's tasks.
 - ◀ It is pervasiveness, and
 - ◀ The efficiency of resulting plans.



Importance/Significance of Planning:

- ◀ Planning provides Direction
- ◀ Planning Reduces the risk of uncertainties
- ◀ Planning reduces over lapping and wasteful activities
- ◀ Planning Promotes innovative ideas
- ◀ Planning Facilitates Decision Making
- ◀ Planning establishes standard for controlling
- ◀ Focuses attention on objectives of the company



Process of planning



Planning Process





Types of Plans

Strategic plans

- Involves analyzing competitive opportunities & threats, as well as the strengths & weaknesses of the organization, & determining how to position the organization to compete effectively in their environment.

Tactical plans

- Creates the blueprint for the larger strategic plan. These plans are often short term and are carried out by middle-level managers.

Operational plans

- Covers the entire organization's goals & objectives and puts into practice the ways & action steps to achieve the strategic plans. Very short term plans, usually less than a year.



THANK YOU