



19MEE312

**PRINCIPLES
OF
MANAGEMENT**

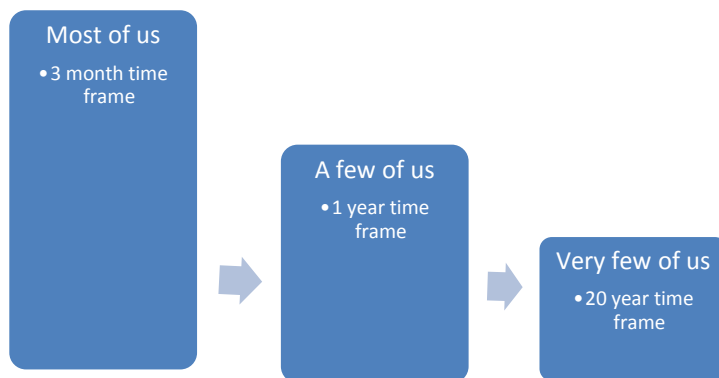


UNIT II PLANNING

Types of Plans Used by Managers

Types of plans

1. Long-term plans look three or more years into the future
2. Short-term plans typically cover one year or less



Strategic plans — set broad, comprehensive, and longer-term action directions for the entire organization

Vision – clarifies purpose of the organization and what it hopes to be in the future

Tactical plan – helps to implement all or parts of the strategic plan

Functional plans – indicate how different operations within the organization will help accomplish the overall strategy

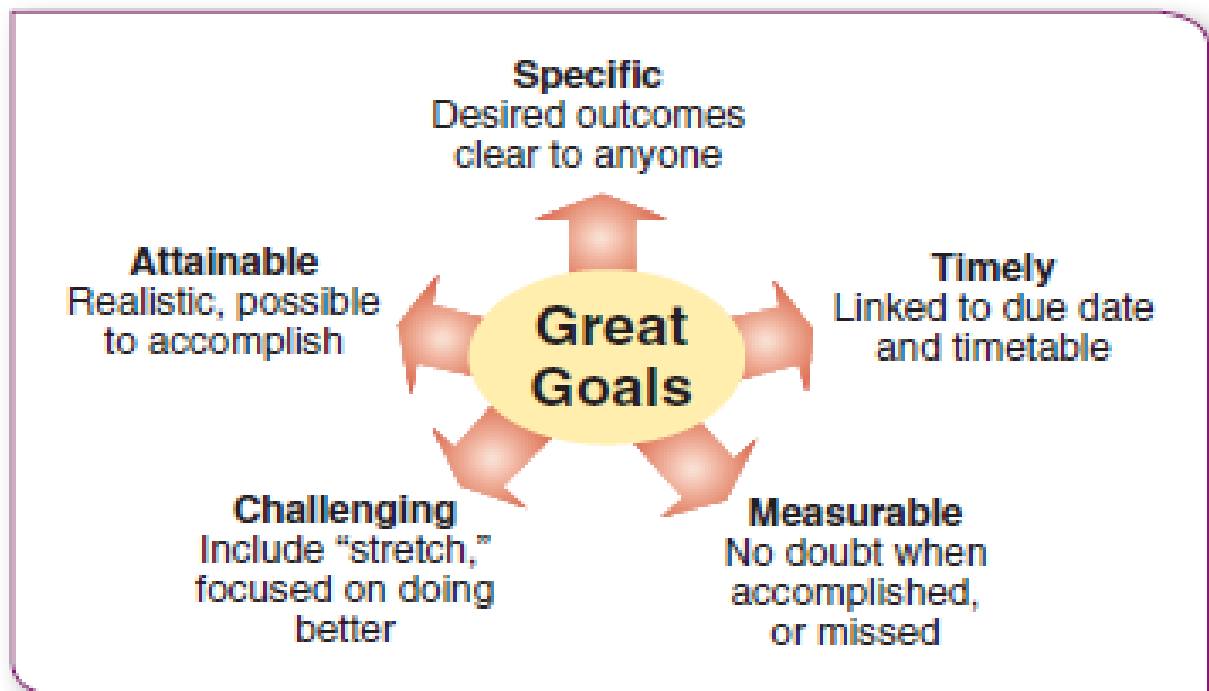


- Production plans
- Financial plans
- Facilities plans
- Logistics plans
- Marketing plans
- Human resource plans

Operational plans — identify short-term activities to implement strategic plans

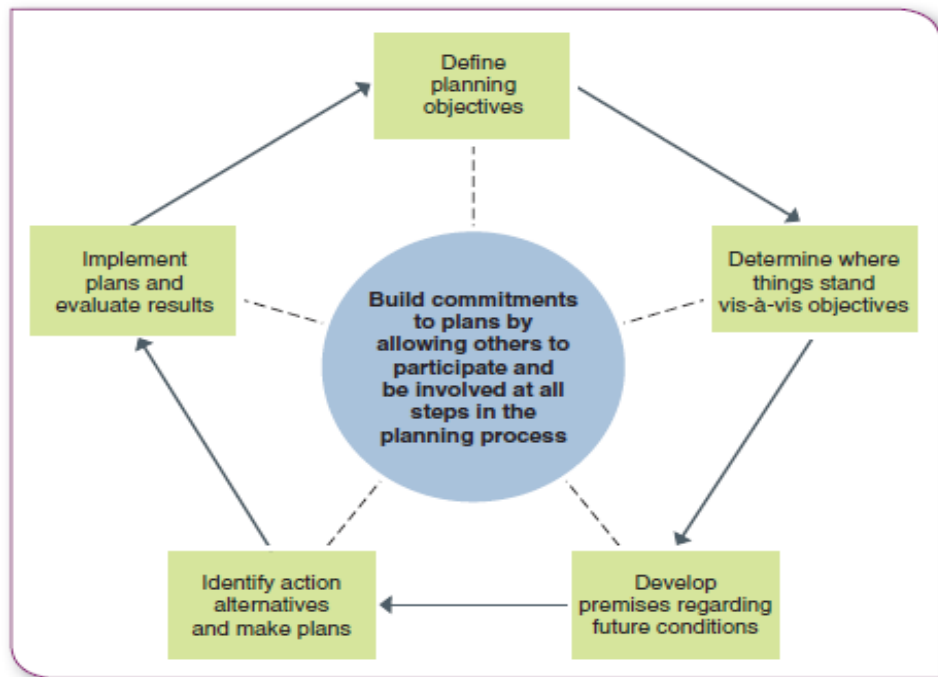
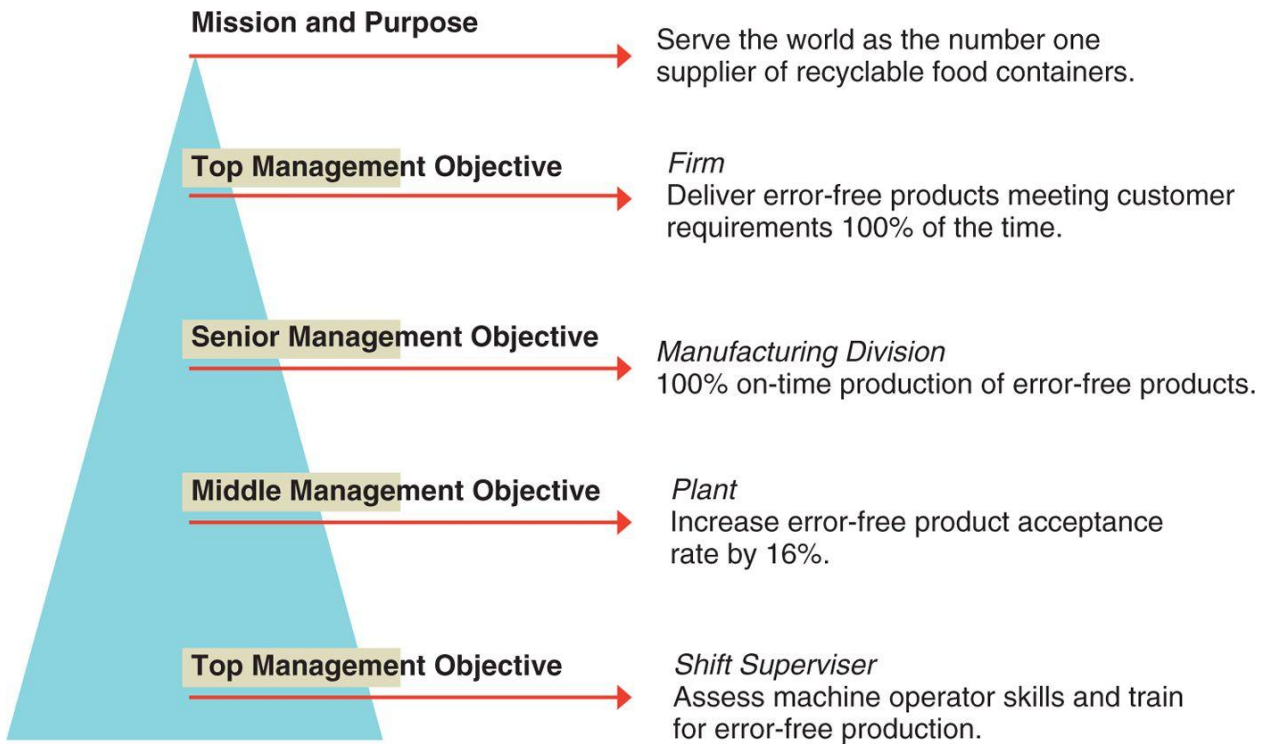
- Policies are standing plans that communicate guidelines for decisions
- Procedures are rules that describe actions to be taken in specific situations
- Budgets are plans that commit resources to projects or activities
- Zero based budgets allocate resources as if each budget were brand new

Implementing Plans to Achieve Results





A sample hierarchy



Reference:

1. Harold Koontz, and Weihrich, 'Essential of Management' 8th Edition, Tata Mc Graw Hill Education, Delhi, (2010).
2. John R. Schermerhorn, Jr. Management. 12th Edition, John Wiley and Sons, (2012)