



SNS COLLEGE OF TECHNOLOGY

Coimbatore-35
An Autonomous Institution



Accredited by NBA – AICTE and Accredited by NAAC – UGC with 'A+' Grade
Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai

DEPARTMENT OF BIOMEDICAL ENGINEERING

19MEE312 - Principles of Management IV YEAR/ VII SEMESTER

Unit II : PLANNING



- Planning: Basic types of planning
- Characteristics of a good plan
- Features - Planning process
- Planning Tools and Techniques
- Obstacles in planning
- MBO, Policy - Policy formulation
- Types of policies
- Forecasting, Process, Importance
- Decision making process



Types of Plans



- Long range Vs Short range
- Strategic Vs Operational
- Corporate Vs Functional
- Proactive Vs Reactive
- Standing Vs Single Use



Long range Vs Short range



Long range plan	Point of distinction	Short range plan
Covers many years & affects many departments of an organization	Meaning	Covers less than one year and is more specific & detail
5 yrs or more	Time	Up to one year
Mission ,long term goals and strategies	Deals with	Current operations of organization
Top management	Prepared by	Lower level executives



Strategic Vs Operational



Strategic Plan	Point of distinction	Operational Plan
5 years or more	Time horizon	Under one year
Adapt to external environment based on internal strengths	Purpose	Implement internal goals
Top management	Level involved	Middle & lower level
Primarily judgmental	Basis for planning	Exact data & Standards used



Corporate Vs Functional



- **Corporate Plan:**
 - A comprehensive plan that outlines the broad objectives of a company as a whole and develops plans to achieve those objectives
 - Focus on organizational performance
- **Functional Plan:**
 - Is unit planning and deals with different departments.
 - Focus on departmental performance



Proactive Vs Reactive



- **Proactive Planning:**
 - Managers challenge the future, anticipating future contingencies
- **Reactive Planning:**
 - Organizations react to events as and when they arise



Standing Vs Single Use



- **Standing Plans**
 - Developed for activities that recur regularly over a period of time
- Ex:
 - Objectives, Policies, Procedures, Methods, Rules
- **Single Use plans**
 - Developed to carry out a course of action that is not likely to be repeated in future
- Ex:
 - Programmes, Schedules, Projects, Budgets



Types of Plans – Key Point



- Strategic Plans
 - Apply to the **entire organization**.
- Operational Plans
 - Specify the details of how the **overall goals are to be achieved**.



Types of Plans – Key Point



- Long-Term Plans
 - Plans with time frames extending **5 years**
- Short-Term Plans
 - Plans with time frames of **one year or less**
- Specific Plans
 - Plans that are **clearly defined** and leave no room for interpretation
- Directional Plans
 - Flexible plans that set out **general guidelines** and provide focus,



Types of Plans – Key Point



- Single-Use Plan
 - **one-time plan** specifically designed to meet the need of a unique situation.
- Standing Plans
 - **Ongoing plans** that provide guidance for activities performed repeatedly.