



## What Is Planning?

### • Planning

- Planning is the primary function of management.
- It focuses on the future course of action.
- A primary managerial activity that specifies the objectives to be achieved in future and selects the alternative course of action to reach defined objectives. Thus, it involves:
  - ❖ Defining the organization's goals
  - ❖ Establishing an overall strategy for achieving those goals
  - ❖ Developing plans for organizational work activities.

### 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.



## **Types of Plans**

Identifying the types of plans in the typical enterprise illustrates the breadth of planning. They may be classified as

- Objectives
- Policies
- Strategies
- Procedures
- Rules
- Programs
- Budgets

