



SNS COLLEGE OF TECHNOLOGY

Coimbatore-35
An Autonomous Institution

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Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai



DEPARTMENT OF COMPUTER APPLICATIONS

23CAT604 – PRINCIPLES OF MANAGEMENT
I YEAR I SEM

UNIT II – PLANNING

TOPIC 2 –Types of Planning

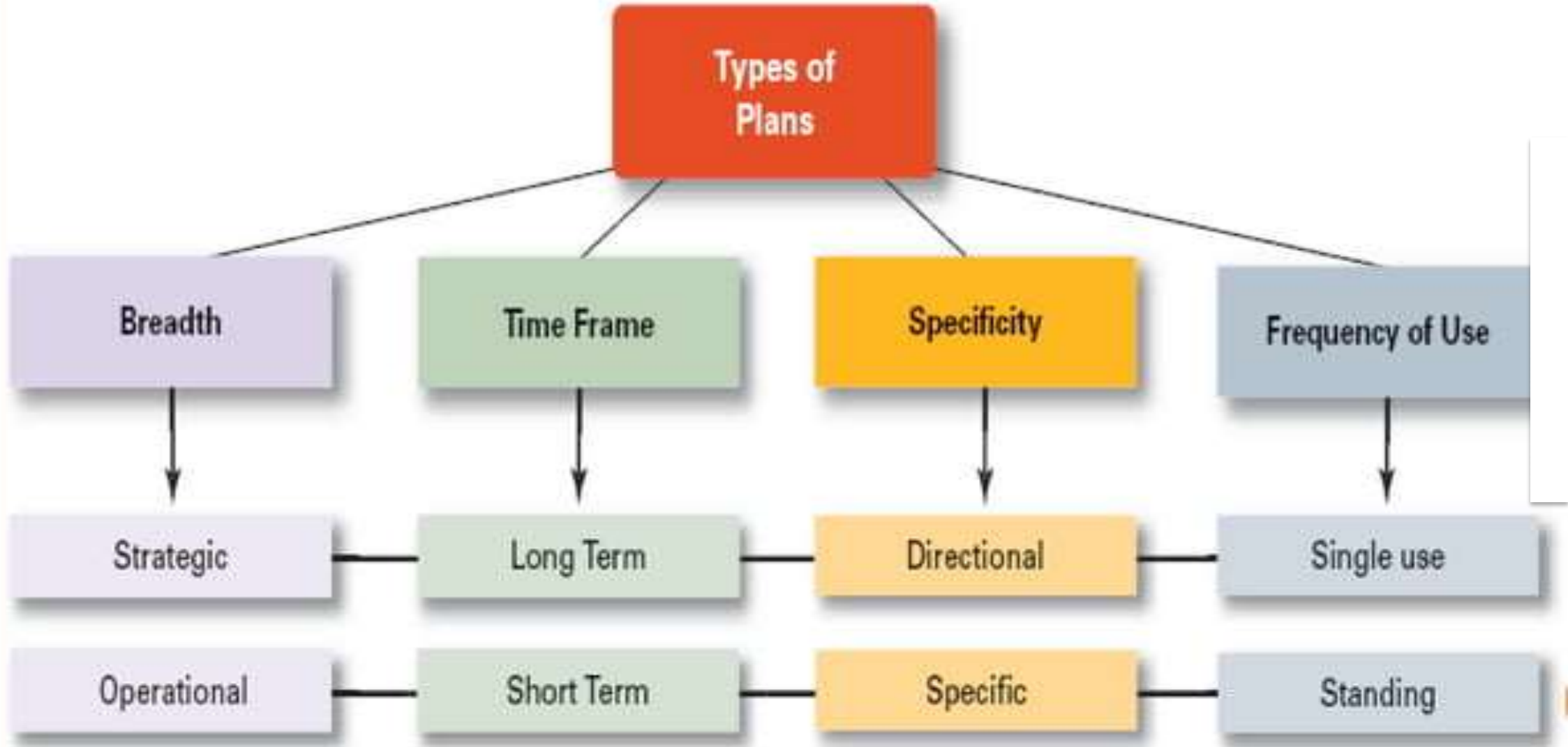


TYPES OF PLANNING





PLANNING TYPES:





PLANNING TYPES:

1. **Breadth:** Based on the range of area.

- *Strategic planning*
- *Operational planning*





PLANNING TYPES:

Strategic Plans:

- Apply to the *entire organization*.
- Establish the organization's overall goals.
- Seek to position the organization in terms of its environment.
- Cover *extended periods of time*





PLANNING TYPES:

Operational Plans

- Plans that *encompasses a particular operational area* of the organization..
- Specify the details of how the overall goals are to be achieved
- Cover *short time period*.

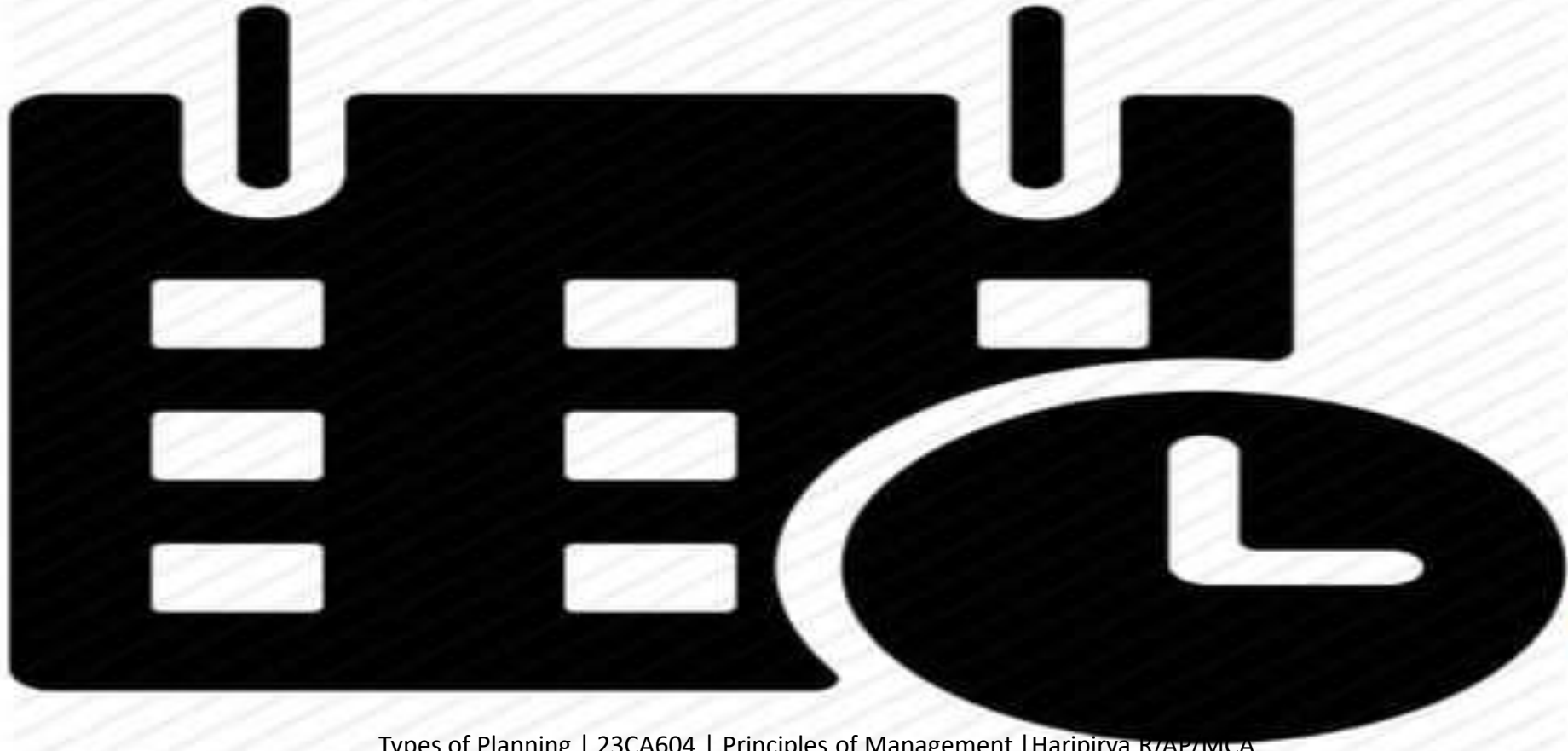




PLANNING TYPES:

2. Time frame: Based on duration for achieving the goal.

- *Long term goal*
- *Short term goal*





PLANNING TYPES:

Long term goals:

- Plans with time frames extending *beyond three years.*





PLANNING TYPES:

Short term goals:

- Plans with time frames on *one year or less.*
- Any plans between these time duration are called as *intermediate plans.*

Short Term Goals

Get my driver's license

Graduate high school and receive my IB diploma

Volunteer at a hospital

Get my first job

Get accepted into UBC Sciences





PLANNING TYPES:

3. **Specificity:** Based on range of defining.

- *Specific plans*
- *Directional plans*





PLANNING TYPES:

Specific Plans

- Plans that are *clearly defined* and leave no room for interpretation.
- They have clearly defined objectives.
- No uncertainty





PLANNING TYPES:

Directional Plans

- Flexible plans that set out **general guidelines**, provide focus, yet allow freedom in implementation.
- Directional plans are used when **uncertainty is high**.
- They provide focus but do not lock managers into specific goals or courses of action.





PLANNING TYPES:

4. **Frequency of use:** Based on usage of planning.

- *Single-Use Plan*
- *Standing Plans*





PLANNING TYPES:

Single-Use Plan

- A *one-time plan* specifically designed to meet the need of a unique situation.





PLANNING TYPES:

Standing Plans

- *Ongoing plans* that provide guidance for activities performed repeatedly.





SINGLE USE PLANS VS STANDING PLANS

Single use plans

- 1. Programmes*
- 2. Budgets*
- 3. Projects*

Standard/Repeated use plans

- 1. Objectives*
- 2. Policies*
- 3. Procedures*
- 4. Rules*
- 5. Strategies*





Single Use Plans:

1. Programmes

- A *specific plan* devised to meet a particular situation.

2. Budget

- A financial or quantitative statement prepared prior to a *definite period of time*.

3. Project

- Part of general programme.





Standing Use Plans:

1. Objectives

- Specific goals or targets to be accomplished.
- Realistic, flexible.

2. Policies

- **Guiding principles** established by the company to govern action usually under repetitive conditions.

3. Procedures

- **Prescribe the manner** or method by which the work is to be performed.



Standing Use Plans:

4. Rules

- A **decision** made by the management regarding what is to be done and what is not to be done in a given situation.

5. Strategy

- A **special kind of plan** formulated in order to meet the challenge of the policies of competitors.



Tactical Planning:

- Deals with the *low level units* of an organization.
- Concerned with *shorter time frames and narrower scopes*.





Contingency Planning:

- Plans that are devised for *specific situation*.





Advantages of Planning:

- Helps in *achieving* objectives.
- Better *utilization* of resources.
- *Economy* in operation.
- *Reduces uncertainty* and risk.
- Effective *control*.
- Improves *coordination*.
- Guides in *decision making*.
- Improves *output of an organization*.
- Provides *decentralization*.



Disadvantages of Planning:

- Lack of *accuracy*.
- *Time* and *cost*.
- *Inflexibility*.
- *Delay* during emergency period.

ANY QUESTIONS?