

→ FUNDAMENTALS OF PLANNING →

→ Planning means deciding in advance what to do, how to do. It is one of the basic managerial functions. Before doing something, the manager must formulate an idea of how to do a particular task. Thus, planning is closely ~~related~~ connected with creativity, innovation. But the manager would first have to set objectives. Only then will a manager know where he has to go. Planning seeks to bridge the gap between where we are, where we want to go. Planning is what managers at all levels do. It requires taking decisions since it involves making a choice from alternative courses of action.

Planning thus, involves setting objectives, developing appropriate courses of action to

achieve these objectives Objectives provide a direction for all managerial decisions, actions Planning provides a rational approach for achieving pre-determined objectives

→ IMPORTANCE OF PLANNING →

→ Planning provides directions → By stating in advance how work is to be done planning provides directions for action Planning ensures that the goals/objectives are clearly stated so that they can act as a guide in deciding what action should be taken, in which direction

→ Planning reduces the risks of uncertainty → Planning is an activity which enables ~~managers~~ a manager to look ahead, anticipate changes By deciding in advance the tasks to be performed, planning shows the way to deal with changes, uncertain

events changes, events cannot be eliminated but they can be anticipated, managerial responses to them can be developed

→ Planning reduces overlapping, wasteful activities → Planning serves as the basis of coordinating the activities, efforts of different divisions, departments, individuals. It helps in avoiding confusion, misunderstanding. Since planning ensures clarity in thought, action, work is carried out smoothly without interruptions. Useless, redundant activities are minimised/eliminated.

→ Planning ~~promotes~~ promotes innovative ideas → Since planning is the first function of management, new ideas can take the shape of concrete plans. It is the most challenging activity.

for the management as it guides all future actions leading to growth, prosperity of the business

→ Planning facilitates decision making → Planning helps the manager to look into the future make a choice from amongst various alternative courses of action. The manager has to evaluate each alternative, select the most viable proposition. Planning involves setting targets, predicting future conditions, thus helping in taking rational decisions.

→ Planning establishes standards for controlling → Planning involves setting of goals. The entire managerial process is concerned with accomplishing predetermined goals through planning.

organising, staffing, controlling, directing. Planning provides the goals / standards against which the actual performance is measured. By comparing actual performance with some standard, managers can know whether they have actually been able to attain the goals. If there is any deviation, it can be connected. Therefore, we can say that planning is a prerequisite for controlling.