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* ~~What~~ Strategy Planning :-

Also known as corporate planning.
Many companies have now come to analyse SWOT analyses in corporate planning. L, strength, weakness, opportunities, threats.

e.g. - case study :- whirlpool India Ltd.
Core competency - par fours.

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* Decision Making :-

Type → Program
→ Unprogram → uncertainty & risk factors

① Major and minor decisions :- degree of futurity of decision (long term & short term)

② Impact of decision on other functional area

③ Qualitative factors that enter the decisions
→ principle of conducts, ethical decisions, values, social + political beliefs.

④ Recurrence of decision

⑤ Individual and group ~~the~~ decision

→ natural decision ↓ annual meeting.

⑥ Routine and strategic decision

↓
Day to Day

↓
technical decision, funding decision
borrowing decision

- ⑦ simple and complex decision
→ simple decisions are adaptive decisions
→ complex decisions are judgemental decisions

* Steps in decision making :-

- ① Recognise the problem & - (deviation from the part of decision)
- ② Deciding priorities among problem
- ③ Diagnosing the problem (don't take decision acc. to symptoms, misleading info.)
- ④ Developed alternative solution
- ⑤ Measuring and comparing consequences of alternative solution.

* common difficulties in decision making / or problem faced by a decision maker :-

1. Incomplete information
2. Unsupporting environment
3. Non-acceptance by subordinates
4. Ineffective communication
5. Incorrect timing

Organising :-

- * Organising function of management :-
(Typology) :- Four types of organising :-
1. Organising that benefits their owners - all organis
 2. Organising that benefits their members
 3. Organising that benefits their clients
 4. Organising that benefits whole society → govt, dept,

* Process :-

Process of Organising :-

1. Consideration of objectives
2. Grouping of activities into departments
3. Deciding which dept. will be key department
4. Determining levels at which various types of decisions are to be made.
5. Determining span of management.
6. Setting up a co-ordination mechanism.
 ↳ to reduce conflict there should be co-ordination and interrelationship b/w dept.

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Principles of Organising :-

E. F. L. Brech gave the principle of the organising.

1. Objectives - should be clearly defined.
2. Specialization.
3. Span of control - limited no. of people under superior.
4. Exception - major problems only should go to higher authority and minor should be solved at lower level.
5. Scalar chain
6. Unity of command
7. Delegation
8. Responsibility
9. Authority

10. Efficiency (properly done)
11. Simplicity
12. Flexibility (adaptable)
13. Unity of direction
14. Personal Ability.

Bases of departmentalization

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→ ① Functions :- (Advantage)

- It is simple form of single for small organisation which manufacture only a limited no. product and provide limited no. of services
- It promotes excellence in performance
- leads to improve planning

Drawbacks :-

- It does not offer a good training ground for overall development of a manager.
- It is difficult for any one to understand the task of the whole
- Unsuitable for organisations which are large in size
- complexity or innovative scope.

Products :-

This form is suited for large organisations manufacturing a variety of products.

Product departmentalisation is a logical pattern to follow when each product requires raw materials, manufacturing technology of different nature.

Advantages :-

- Reliefs top management of operating task responsibility.
- Ensure better performance
- Develops natural team work.

Drawbacks :-

- Results in duplication of staff & facilities
- Extra expenditure on maintaining large staff.
- Machineries & equipments.

(3)

Customers :-

An enterprise may be divided into departments on the basis of customer.

e.g.- An electronic firms may have separate departments for military, industrial and consumers.

Advantages :-

- It ensures full attention to major customer groups with different set of criteria for purchase.

Drawbacks :-

- Under utilisation of resources in some department.