



**19MEE312**

**PRINCIPLES  
OF  
MANAGEMENT**

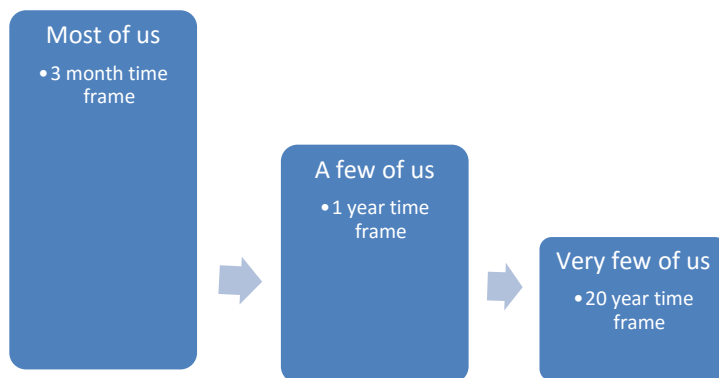


## UNIT II PLANNING

### Types of Plans Used by Managers

#### Types of plans

1. Long-term plans look three or more years into the future
2. Short-term plans typically cover one year or less



**Strategic plans** — set broad, comprehensive, and longer-term action directions for the entire organization

**Vision** – clarifies purpose of the organization and what it hopes to be in the future

**Tactical plan** – helps to implement all or parts of the strategic plan

**Functional plans** – indicate how different operations within the organization will help accomplish the overall strategy

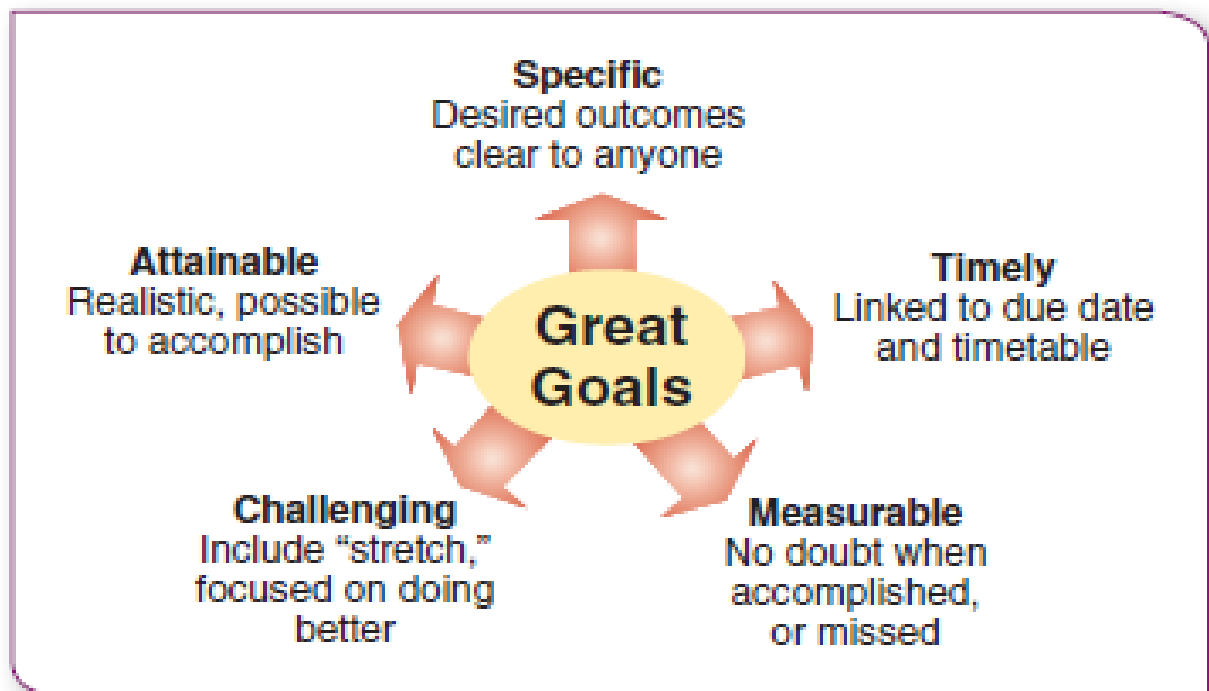


- Production plans
- Financial plans
- Facilities plans
- Logistics plans
- Marketing plans
- Human resource plans

**Operational plans** — identify short-term activities to implement strategic plans

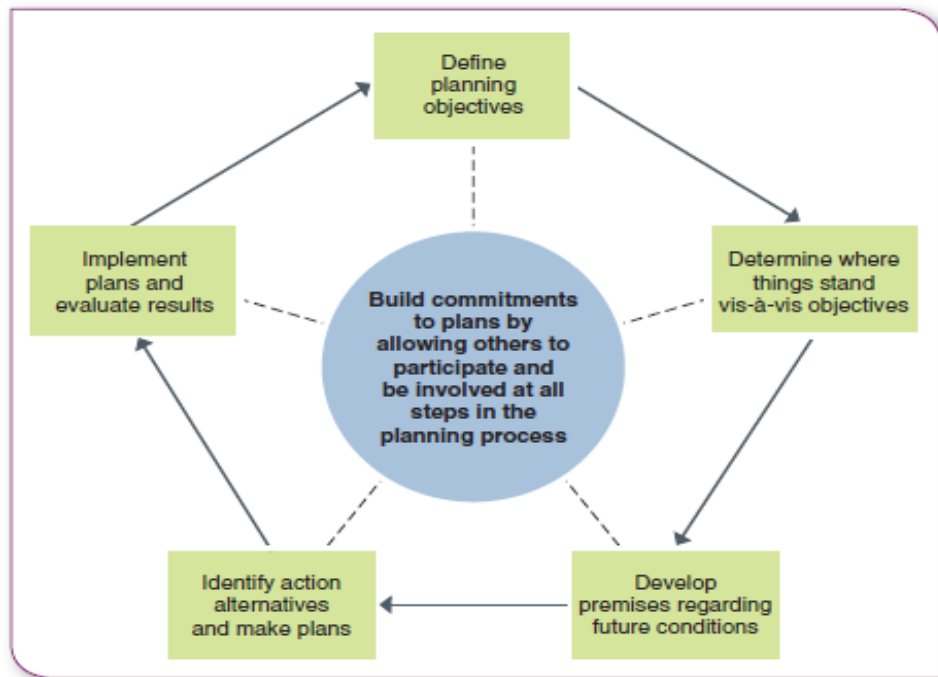
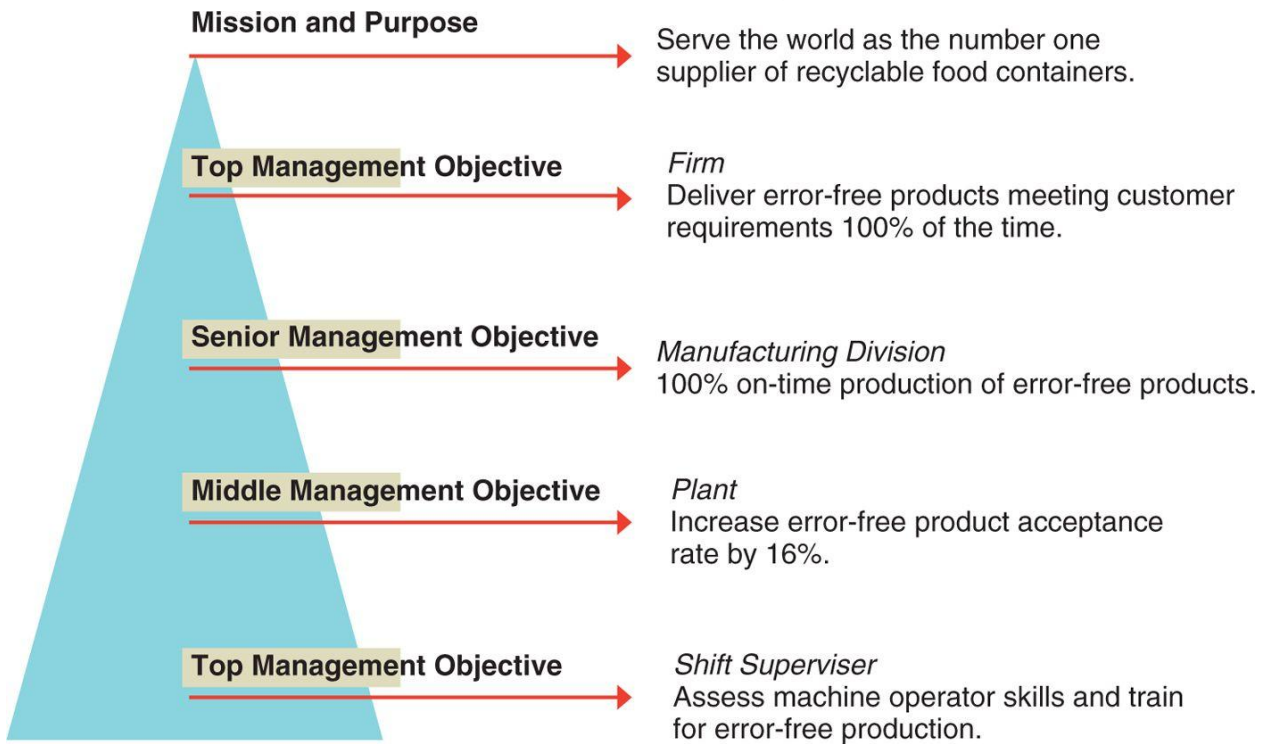
- Policies are standing plans that communicate guidelines for decisions
- Procedures are rules that describe actions to be taken in specific situations
- Budgets are plans that commit resources to projects or activities
- Zero based budgets allocate resources as if each budget were brand new

## Implementing Plans to Achieve Results





## A sample hierarchy



### Reference:

1. Harold Koontz, and Weihrich, 'Essential of Management' 8th Edition, Tata Mc Graw Hill Education, Delhi, (2010).
2. John R. Schermerhorn, Jr. Management. 12th Edition, John Wiley and Sons, (2012)