



19MEE312

**PRINCIPLES
OF
MANAGEMENT**



UNIT II PLANNING

Characteristics of a Good Planning Process

Planning deals in future of the organization. Therefore organization must appropriately plan the future. Characteristic of a good planning process has been explained below;

1. Based on Facts & Analyses

Planning must be supported by the fact & figures. It means that a details study of the data is essential for setting appropriate future objective /target (plans). This is utmost critical that realistic and implementable plans are set for the organization.

2. Effective Participation

Planning is a question existence for the organization; therefore an effective participation is required at all level of the organization. It is not possible to frame good plans in absence of effective participation & inputs of stakeholders /Department.

3. Objective & Goals are well Defined

Final Objective and goal should be well define and documented. There must not be any ambiguity about the future direction & destination. Such goal and objective should not be in the mind of the management, but on the paper.

4. Role & Responsibility

Plan should identify the roles and responsibilities for implementation the plans. Planning is done for implementation and implementation is done through people. Therefore people must know their implementing roles for timely and effectively execution of plans.

5. Communication

Plans should be well communicated to the staked holder or concerned. It is not all about defining the roles and responsibility, but important thing is to communicate them to concerned individuals. Communication also includes development an understanding of the role by the concerned.

6. Review & Up dating

Planning is not a static process and requires a regular review and updating. There must be a system of regular review of the plans and based on such review the plans are required to be updated.

Reference:

1. Harold Koontz, and Weihrich, 'Essential of Management' 8th Edition, Tata Mc Graw Hill Education, Delhi, (2010).