

2008
JANUARY

PLANNING.

Monday

Week 4

DAY 021-345

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Purpose of Planning:- Planning has assumed great importance in all types of organisation—business or non-business, private or public sector, small or large, in developed countries or developing countries. ~~The organization which in~~ In today's context, the difference b/w successful and unsuccessful organizations is because of planning activities undertaken by these. Planning contributes in the foll. ways:-

1. Primacy of Planning— Planning precedes all other managerial functions. Since managerial operations in organising, staffing, directing, and controlling are designed to support the accomplishment of organisational objectives, planning logically precedes the execution of all other managerial functions.
2. Focuses Attention on Objectives and Results— Every organisation exist to achieve certain objectives. Planning concentrates attention on the dominant goals of the organisation. It focus the members of the orgⁿ not to get lost in the maze of routine activities and lose sight of the broad objectives for which the orgⁿ was established.
3. To offset uncertainty and change— Uncertainty and change are inevitable and planning cannot eliminate them. But planning enables an orgⁿ to cope with uncertainty and change. With the help of planning, an enterprise can predict future events and make due provision for them. Planning helps to identify potential threats and opportunities.

Important Notes

2008	FEBRUARY				2008	MARCH				
Mon	4	11	18	25	Mon	31	3	10	17	24
Tue	5	12	19	26	Tue		4	11	18	25
Wed	6	13	20	27	Wed		5	12	19	26
Thu	7	14	21	28	Thu		6	13	20	27
Fri	1	8	15	22	Fri		7	14	21	28
Sat	2	9	16	23	Sat	1	8	15	22	29
Sun	3	10	17	24	Sun	2	9	16	23	30

- (i) To provide sense of Direction - Planning saves an org⁸ from drifting and avoids aimless activities. It directs human efforts into endeavours that contribute to⁹ the accomplishment of goals.
- (v) To encourage innovation and Creativity - Innovation¹⁰ and creativity are prerequisites to continuous growth and steady prosperity of business. Planning is¹¹ forward looking and it enables an enterprise to cope with technological and other developments.

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