



CLASS- XII COMM.

BUSINESS STUDIES

(UNIT-4 PLANNING)

TEJ KUMAR BHARDWAJ

PGT COMMERCE

KV SECL DHANPURI

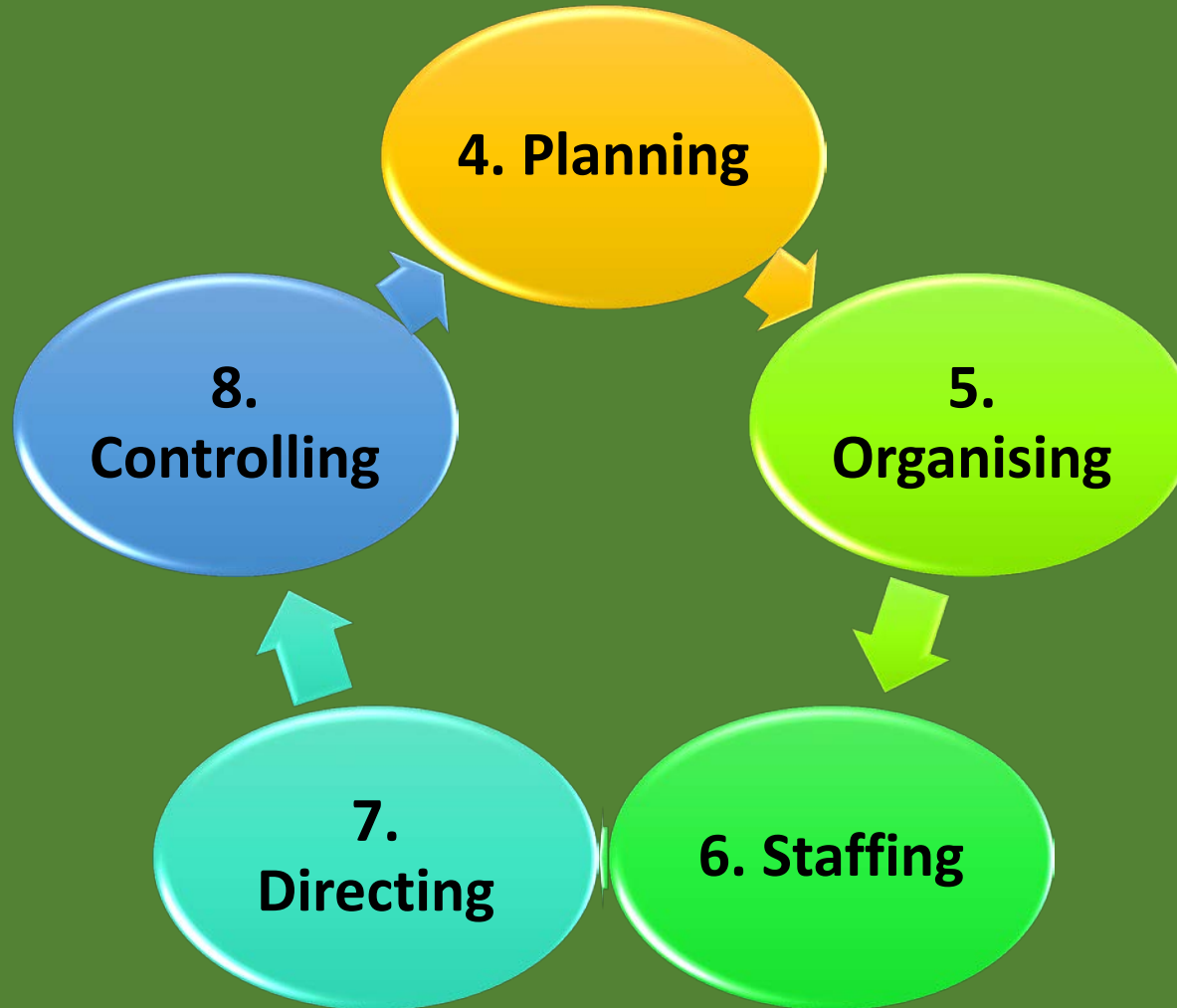


Concept Map

**1. Nature and
Significance
of
Management**

**2. Principles
of
Management**

**3. Business
Environment**



PROCESS OF MANAGEMENT

**9. Financial
Management**

**10. Financial
Markets**

**11.
Marketing**

**12. Consumer
Protection**



LEARNING OBJECTIVES OF THIS SESSION

CONCEPT OF PLANNING

IMPORTANCE OF PLANNING

LIMITATIONS OF PLANNING

PLANNING PROCESS

TYPES OF PLANS (Single use and standing plans)



PLANNING

PLANNING IS DECIDING IN ADVANCE...

WHAT TO DO?

HOW TO DO?

WHEN TO DO?

WHO WILL DO?

WELL BEGUN
IS HALF
DONE

**PLANNING PROVIDES
A BASE FOR ALL
MANAGERIAL
ACTIVITIES**

**IF YOU FAIL TO PLAN,
YOU PLAN TO FAIL**

I keep six honest service men,

They taught me all I know.

Their names are what, where and when,

And how and why and who.

It shows that planning is concerned with the following:

- **What is to be done?**
- **Where is to be done**
- **When is to be done?**
- **How is to be done?**
- **Why is it to be done?**
- **Who is to do it?**





PLANNING IS THEREFORE...



Keeping the objective in view and being in action



FEATURES OF PLANNING

Planning focuses on achieving objectives:

Planning is a primary function of management:

Planning is pervasive:

Planning is continuous:

Planning is futuristic:

Planning involves decision making:

Planning is a mental exercise:



IMPORTANCE OF PLANNING

**Planning
provides
directions**

**Planning reduces
the risks of
uncertainty**

**Planning reduces
overlapping and
wasteful
activities**

**Planning
facilitates
decision making:**

**Planning
establishes
standards for
controlling**

**Planning
promotes
innovative ideas**



LIMITATIONS OF PLANNING

Planning leads to rigidity



Planning may not work in a dynamic environment



Planning reduces creativity



Planning involves huge costs



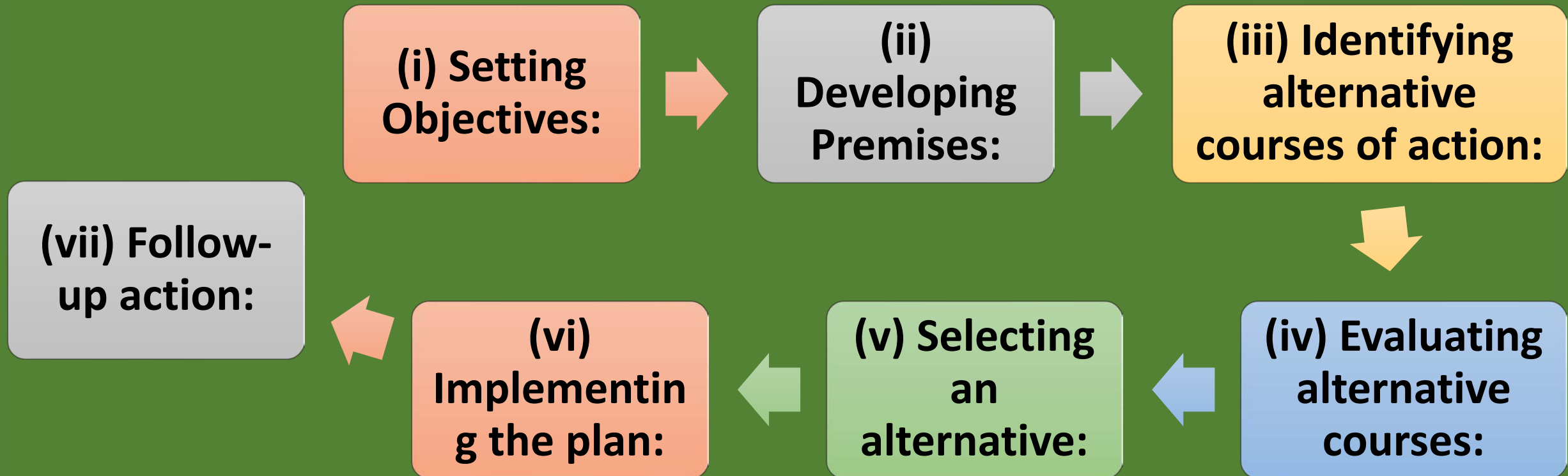
Planning does not guarantee success



Planning is a time-consuming process:



PROCESS OF PLANNING





TYPES OF PLANS

STANDING PLANS

OBJECTIVES

STRATEGY

POLICY

METHOD

PROCEDURE

RULE

SINGLE USE PLANS

PROGRAMME

BUDGET



KVS RO JABALPUR
WISHES YOU

HAPPY LEARNING

STAY INSIDE, STAY SAFE

