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**Topic:-** Meaning Definitions, Characteristics Process & Importance of Planning

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**Dr. Kripa Shankar Singh**

**Topic -, meaning, definitions, characteristics, process and importance. Of Planning.**

## **Introduction :-**

Planning is the process of thinking about the activities required to achieve a desired goal. It is a first and for most activities to achieve desired results. So, planning is an intellectual activity. Planning is a fundamental property of intelligent behavior.

Planning has a specific process and is necessary for multiple occupation, whether it is social, religious, political or cultural. It is equally applicable at every level of managerial hierarchy. In each field of human activities there are

different types of plans that help business to achieve effectively and effectiveness.

### **Meaning and Definition :-**

Planning is determination of a course of action to achieve a desired result. It involves thinking through the general form and details of work. So that it leads to the determination of objectives and laying down the sequence of actions to accomplish the objectives.

### ***According to James Lundy***

“Planning means the determination of what is to be done, how and where it is to be done who is to do it and how results are to be evaluated. “

***According to Koontz, O` Donnell and Weihrich –*** “ Planning involves selecting from among alternative future courses of action for the enterprise as a whole and for every department or section within it. It requires selecting enterprise objectives and department goals and determining ways of achieving them. “

**According to G.R. Terry -** planning as a method or technique of looking ahead. It is a deliberate conscious search used to formulate the design and orderly sequence of actions through which it is expected to reach the objective. “

The preceding definition makes it clear that planning involves the determination of future course of action that is seeking answer to such questions as what is to be done? why should it be done? Who will do it? How shall it be done? I when shall it be done? And what resources will be required to complete the work. It can be characterised as the process of thinking before doing. It seeks to bridge the gap from where we are to where we want to go.

Thus planning is one of the most important project management and time management technique.

### **Characteristics of Planning –**

Planning is an integral part of management. A manager anticipates future problems, analyses them and anticipates their probable effect on the activities

of the enterprise. It is continuously performed at every level of management. The following are the Characteristics and nature of planning.

- Planning is goal –oriented
- Planning is an intellectual process
- Planning is selection of the best alternative
- Planning is all pervasive
- Planning is the primary function of management
- Planning is forecasting
- Planning is a continuous process
- Planning is flexible or dynamic
- Planning is an interdependent process
- Planning leads to efficiency and economy
- Planning considers limiting factors
- Planning creates coordination
- Planning is an integrated process
- Planning is forward looking

### **Process of planning –**

Planning is the primary function of management that proceeds all other functions. The planning function involves the decision of what to do and how is to be done? So managers focus a lot of their attention on planning and the planning process. It is the process of thinking about the activities required to achieve a desired goal. It involves setting the goals of the company and then matching the resources to achieve such goals. Let us take a look at the important steps of planning process.

- Identifying the situation or problem.
- Setting objectives.
- Developing planning premises or forecasting.

- Determining alternative courses.
- Evaluating alternative courses of action.
- Selecting the alternative.
- Formulation of supporting plan.
- Implementation of plan.
- Executing plan by budgeting.
- Establishing sequence of activities.

**Significance or importance of planning** – Planning is the first and most important function of management. It is needed at all level of management. Without planning all the activities of a business organization will be meaningless rendering the attainment of objectives merely a dream. Because of the increasing size and complexities of the organization planning has come to assume more importance.

Planning is a pre requisite not only for achieving success but also as for surviving. In a complex and competitive world. It forces organization to look ahead and decide their future course of action so as to improve their profitability.

Thus a business which carried on without planning is like a ship without rudder. An organization without planning operates aimlessly. It has been rightly said that planning today avoids crisis tomorrow.

Importance of planning can be best understood from the following points.

- Focus attention on objective
- Reduces uncertainty and risks
- Provides sense of direction
- Guidelines for decision making
- Increases organizational effectiveness
- Help in co-ordination
- Provides efficiently in operations
- Helps in proper utilization of company's resources
- Improves competitive strength
- Facilities control
- Encourages innovation and creativity.

**→ Short answer type questions -**

- I. What is planning?
- II. What are the process of planning?

**→ long answer type questions –**

- I. what is the concept of planning ? Explain its characteristics.
- II. What to do you know about planning? Discussed its importance in a business organization.

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**Thank you..**