

**MANAGEMENT OF NURSING  
SERVICES AND EDUCATION**

**PLANNING  
UNIT- I**

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## PLANNING



U N I V E R S I T Y

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## Introduction

- ◎ **Planning is a process of determining the objectives of administrative effort and devising the means calculated to achieve them. (Millet)**
  
- ◎ **Planning is a process of setting formal guidelines and constraints for the behavior of the firm. (Assoff and Brundinharg)**

## Purposes

- ◎ Planning is considered important because,
  - ◎ □ It focuses attention on the objectives or goals of the organization and their achievement.
  - ◎ □ It leads to economy in operation through the selection of the best possible course of action.
  - ◎ □ It helps in controlling the activities by providing measures against which performance can be evaluated.



## PRICIPLES OF PLANNING

- ◎ Planning is must focuses on purposes. it should always be based on a clearly defined objectives.
- ◎ □ Planning is a continuous and iterative process which includes series of steps, so continuing and flexibility should be maintained in planning cycle.
- ◎ □ Planning should be simple and there should be provision for proper analysis and classification of actions.
- ◎ □ In planning there should be a good harmony with organization and environment.
- ◎ □ Planning is hierarchical in nature.

- ① **1. Planning is goal oriented: Every plan must contribute in some positive way towards the accomplishment of group objectives.**
- ② **2. Primacy of planning: Planning is the first of the managerial functions. It precedes all other management functions.**
- ③ **3. Pervasiveness of planning: Planning is found at all levels of management.**
- ④ **4. Efficiency, economy and accuracy: Efficiency of plan is measured by its contribution of the objectives as economically as possible. Planning also focus on accurate forecast.**
- ⑤ **5. Co-ordination: Planning co-ordinates the what, who, how, where and why of planning, without co-ordination of all activities, we cannot have united efforts.**

## Nature of Planning

- ◎ **1. Planning is goal-oriented.**
- ◎ a. Planning is made to achieve desired objective of business.
- ◎ b. The goals established should general acceptance otherwise individual efforts & energies will go misguided and misdirected.
- ◎ c. Planning identifies the action that would lead to desired goals quickly & economically.
- ◎ d. It provides sense of direction to various

## COMPONENTS OF PLANNING

- ◎
- ◎ **Objectives**

Objectives are basic plans which determine goals or end results of the projected action of an enterprise. By setting goals, objectives provide the foundation upon which structure of plan can be built.
- ◎  **Policies**

Policies are written statements or oral understanding. Realization of objectives is made easy with the help of policies, policies provide standing solutions to problem.
- ◎  **Procedures**

Procedures indicate the specific manner in which a certain activity is to be performed.



## ◎ Programme

Programmes are necessary for both repetitive (routine planning) and non-repetitive (creative planning) course of action.

## ◎ □ Budget

Budgets are plans continuing statements of expected results in numerical items.

# Process



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PREVENTION IS BETTER THAN CURE!!!

*Thank you*

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