

اصول برنامه ریزی در بحران



تهیه و تدوین: دکتر علیرضا یوسفی

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The concept of planning



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The main concept of planning



Planning

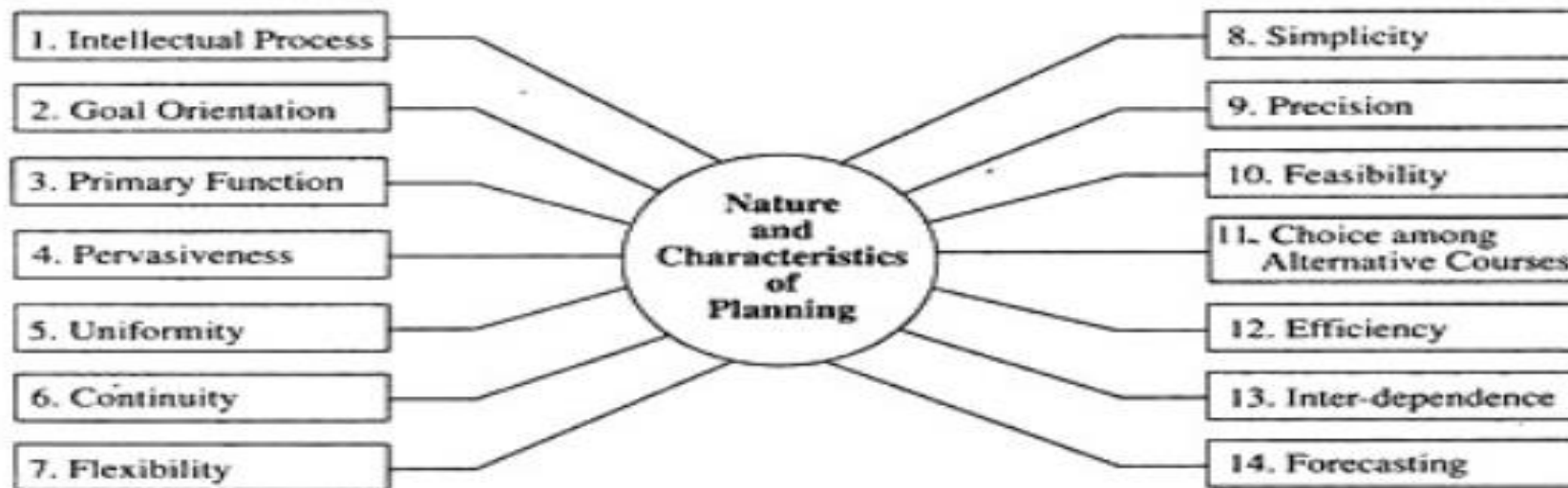
Planning is considered the first primary function of management. In this function, managers define the organizational goals and allocate resources of the organization to achieve such goals. So planning will also define all the future functions of management. Let us study it further.

14 Good planning feature

Planning: Importance, Elements and Principles | Function of Management

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1. Intellectual Process: فرآیند فکری

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Business

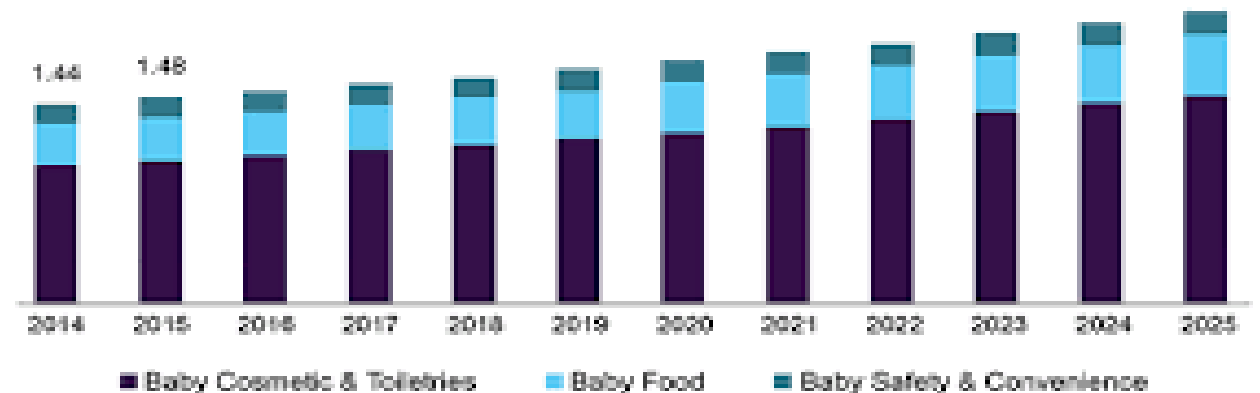
BUSINESS NEWS OCTOBER 22, 2019 / 11:33 PM / 2 MONTHS AGO

Johnson & Johnson CEO

Alex Gorsky - Johnson & Johnson



U.S. baby product market size, by product, 2014 - 2025 (USD Billion)



Source: www.grandviewresearch.com

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日本語ジャーナル

The Nihongo Journal

MONTHLY
Feb., 1990

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Johnson & Johnson

2. Goal-orientation: جهت گیری هدف



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PUBLISHED MON, NOV 11 2019-3:33 AM EST | UPDATED MON, NOV 11 2019-2:03 PM EST



VIDEO 02:28

Alibaba breaks Singles Day record with over \$30 billion in sales

3. Primary Function: عملکرد اولیه

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Published by M. Garside, Apr 16, 2019

- 1- Costing for planning هزینه یابی برای برنامه ریزی
- 2- Process learning آموزش فرآیندها
- ۳-Determining the important indicators in planning
تعیین شاخص های مهم در برنامه ریزی
4. Identify the converging group تعیین گروه همگرا

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Local Planning

Essential Principles
and Practice

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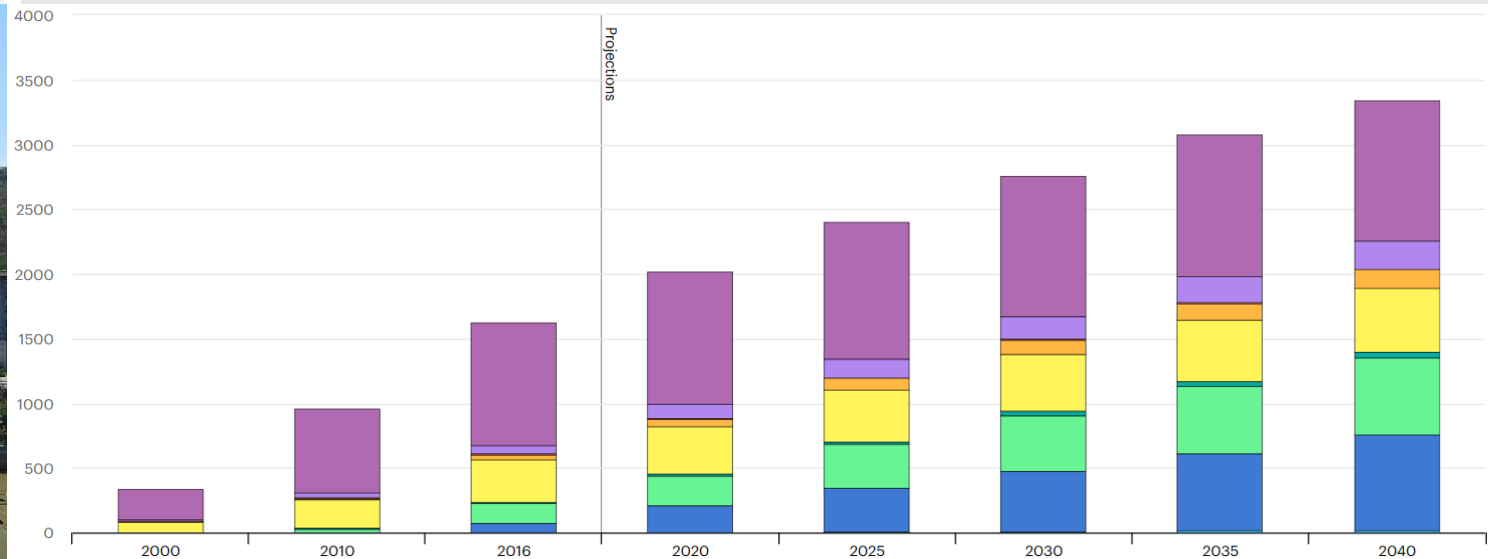
4. Pervasiveness: فراگیر شدن



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5. Uniformity: یکنواختی



Matthias Müller as its new CEO



DJIA 28709.27 0.60% ▲

S&P 500 3240.13 0.29% ▲

Nasdaq 9034.93 0.69% ▲

U.S. 10 Yr 4/32 Yield 1.878% ▲

Crude Oil 60.92 -0.23% ▼

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Move threatens company's efforts to get beyond the two-year-old scandal

6. Continuity: استمرار

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Oh-hyun

Samsung's top global CEO

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7. Flexibility: انعطاف پذیری

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COMPANIES

Ivan Glasenberg will quit as Glencore CEO within five years, sources say



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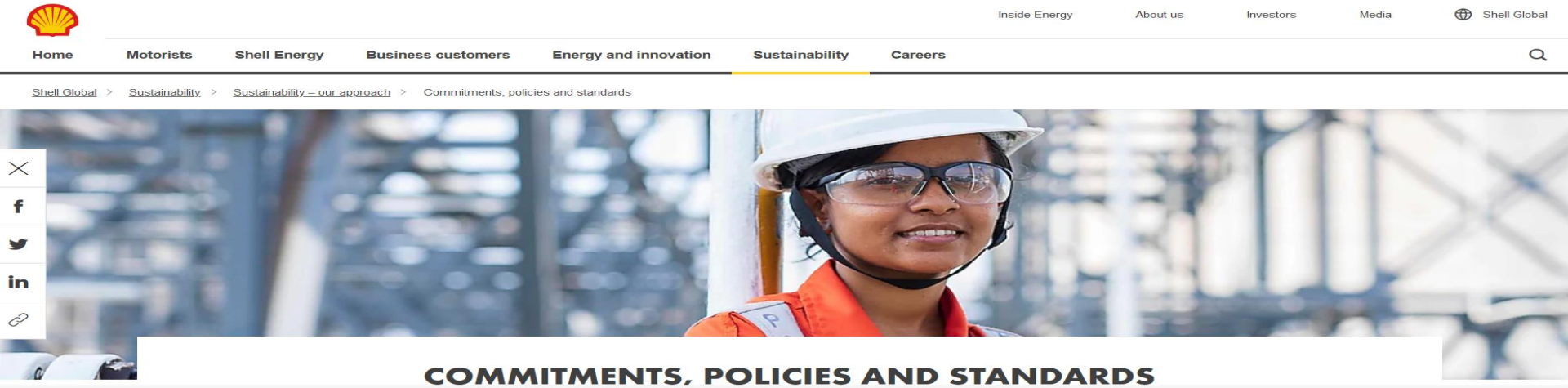


Ivan Glasenberg

...s, Products, Tariffs, GDP and related Development Indicator.



8. Simplicity: سادگی



Shell General Business Principles

The Shell General Business Principles set out our responsibilities to shareholders, customers, employees, business partners and society. They make it clear that we always do business with integrity and respect for the environment and local communities.

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9. Precision: دقت

Alexey Miller



11. Choice among Alternative Courses: انتخاب بین دوره های جایگزین

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科技鴻海 智能領航



Terry Gou

12. Efficiency: بهره‌وری

Microsoft

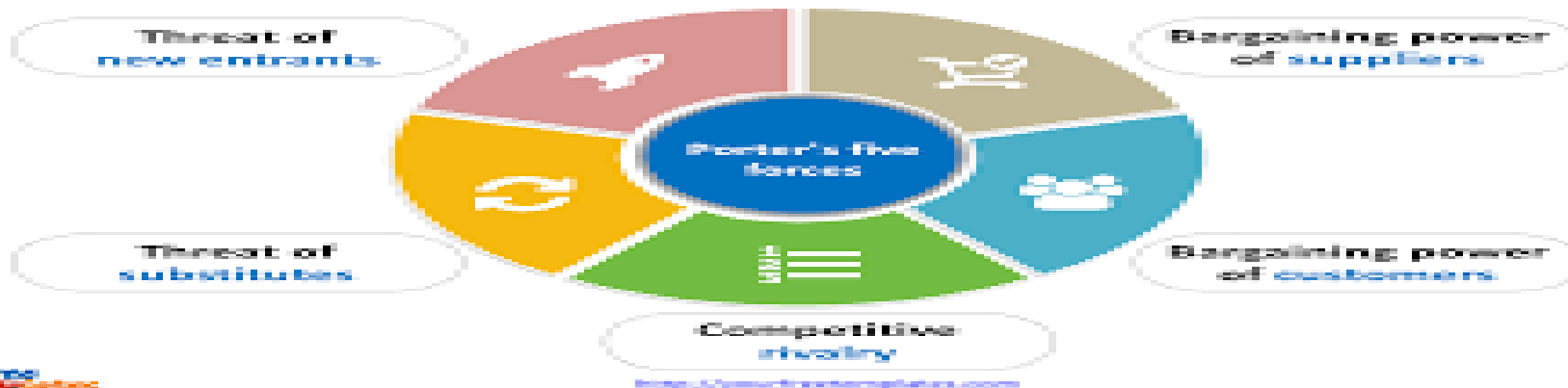


13. Interdependence: وابستگی متقابل

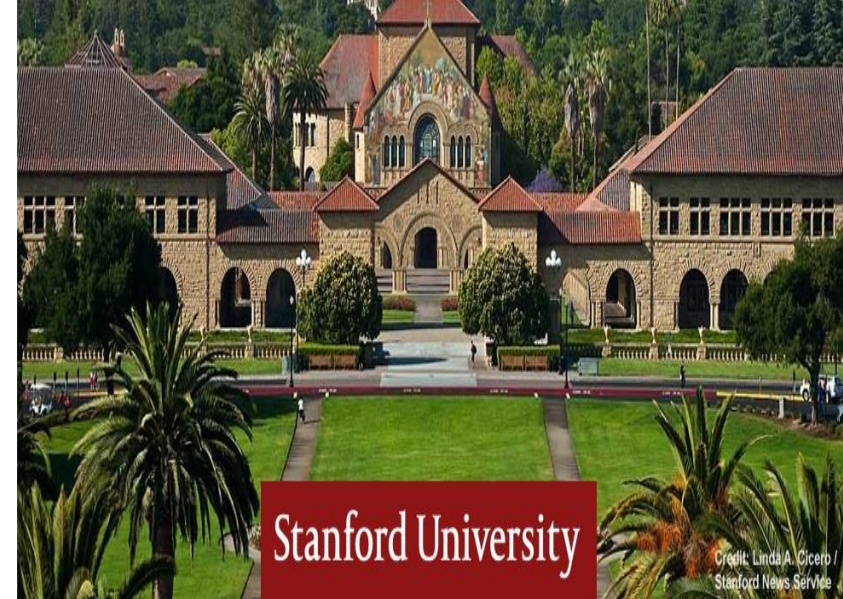


Michael Porter

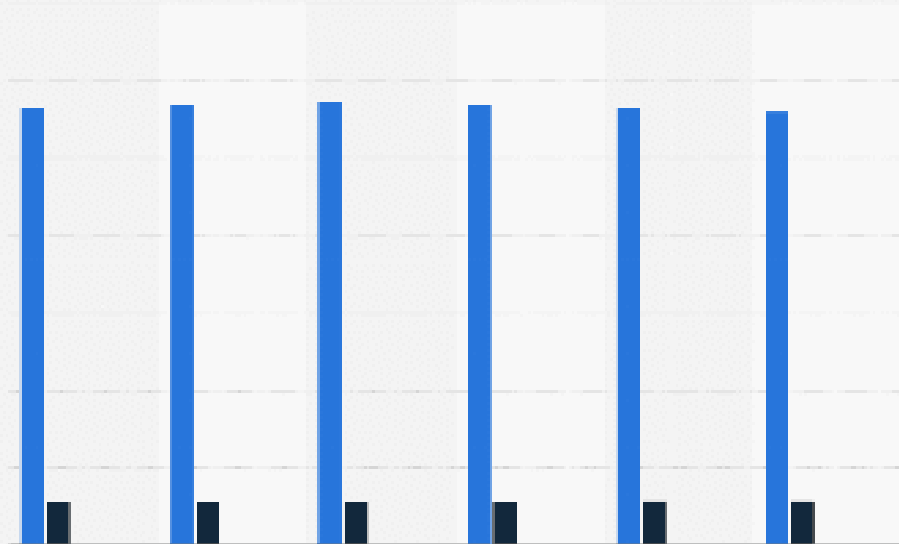
Porter's five forces



14. Forecasting: پیش بینی



Number of McDonald's restaurants in North America from 2012 to 2017, by country



Source: McDonald's

