

Managerial Readings

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Content

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1. Management
2. A successful Manager, Alex Thompson
3. **Planning**
4. Planning for Horizon Innovations
5. Organizing
6. The Success of Bella's Bakery
7. Leading
8. Miss Harmony, the leader of Sweet Bliss
9. Controlling
10. A bakery called Harmony Delights

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	Components	Marks	
	Assignment 1	10	
	Assignment 2	10	
	Assignment 3	10	
	Assignment 4	10	
	Semester Exam	10	
	Final Exam	50	

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	Semester Exam	Final Exam	Types of Questions
	✓	✓	Multiple-choice questions
	✓	✓	True / False questions
	✓	✓	Fill in the blanks
		✓	Match the terms to their explanations
		✓	Define the terminologies
		✓	Short essay questions

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Assignment 3

1. Search for "[How to delegate tasks effectively](#)" at youtube.com
2. Select an appropriate video clip
3. Each pair of students should submit assignment 3.
4. Listen and then write an article of 200±20 words about the video you selected.
5. Write your full name, classmate, and the section (morning or evening) in the first line.

6. Write the video's title in the second line.
7. Send your answer to salem.aljundi@kunoozu.edu.iq, and start your email with your name, section, and the video's title. The topic is assignment 3. Moreover, wait to receive confirmation.
8. Avoid similarities with other articles.
9. The first student should only send the email, not the second one.

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Chapter 3. Planning

- Definition
- Key Elements of Planning
- Importance of Planning
- Questions

FEATURES OF PLANNING

- Primary function on management
- Focuses on achieving objectives
- Involves decision making
- Healthy public policy
- Continuous Process
- Futuristic
- Pervasive

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Planning

Planning is a fundamental function of management that involves the process of setting goals, outlining strategies, and deciding on the actions needed to achieve those goals. It is like creating a roadmap for an organization, providing direction and purpose.

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Important terms

- | | |
|---|---|
| <ul style="list-style-type: none"> • Planning • Organization • Setting goals • Strategy | <ul style="list-style-type: none"> • Market share • Resources • Risk assessment • Innovation ابتكار |
|---|---|

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Match the terms below to their explanations in the table.

Strategy	Planning	Resources
Organization	Market share	Innovation

The terms:	Their explanations:
Planning	It is the managerial function that involves the process of setting organizational goals, defining strategies to achieve those goals, and outlining the tasks and activities required for their accomplishment. It is a forward-looking process that helps organizations anticipate future challenges and opportunities, allowing them to develop a roadmap for success.

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Match the terms below to their explanations in the table.

Strategy	Risk assessment	Resources
Organization	Market share	Innovation

The terms:	Their explanations:
Organization	It is a structured entity with a defined purpose, involving people working together to achieve common goals. They can take various forms, such as businesses, non-profit entities, government agencies, or educational institutions.

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Match the terms below to their explanations in the table.

Strategy	Risk assessment	Resources
Organization	Market share	Innovation

The terms:	Their explanations:
Strategy	It refers to a planned approach or a set of actions to achieve specific goals or objectives. In the business context, it involves choosing how resources will be allocated to achieve long-term success and competitive advantage.

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Match the terms below to their explanations in the table.

Strategy	Risk assessment	Resources
Organization	Market share	Innovation

The terms:	Their explanations:
Market share	It is the percentage of the total sales or revenue in a specific market that is captured by a particular company or product. It is a key indicator of a company's position and success relative to its competitors in each industry.

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Match the terms below to their explanations in the table.

Strategy	Risk assessment	Resources
Organization	Market share	Innovation

The terms:	Their explanations:
Resources	<p>They refer to the assets, both tangible and intangible, that an organization possesses and can use to achieve its objectives. These include financial capital, human capital (employees), physical assets, technology, and intellectual property الملكية الفكرية.</p>

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Match the terms below to their explanations in the table.

Strategy	Risk assessment	Resources
Organization	Market share	Innovation

The terms:	Their explanations:
Innovation	<p>It is the process of creating and implementing new ideas, products, processes, or methods that bring about positive change or improvement. It involves creativity ابداع , problem-solving, and a willingness to explore new and better ways of doing things.</p>

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Match the terms below to their explanations in the table.

Strategy

Risk assessment

Resources

Organization

Market share

Innovation

The terms:	Their explanations:
Risk assessment	It is the systematic process of evaluating potential risks or uncertainties that may impact an organization's objectives. It involves identifying, analyzing, and prioritizing risks to make informed مستتيرة decisions on how to manage or mitigate يخفف them effectively.

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Key Elements of Planning

1. Setting Goals: Planning begins **with** establishing clear and specific objectives that the organization wants to achieve. These goals can be related to sales targets, market share, or any other aspect of the business.

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Key Elements of Planning

2. Developing Strategies: Once the goals are set, managers need to figure out يكتشف the best ways to reach them. This involves developing strategies, which **are** essentially plans of action outlining how to use resources effectively.

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Key Elements of Planning

3. Determining Tasks and Activities: Breaking down the plan into specific tasks and activities is crucial. This includes deciding who will do what, when, and how. It's about assigning responsibilities and creating **a** timeline.

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Key Elements of Planning

4. Allocating Resources: Planning also involves considering the resources needed to carry **out** the tasks. This includes human resources (employees), financial resources (budget), and physical resources (equipment and facilities **المعدات والمرافق**).

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Key Elements of Planning

5. Risk Assessment: Effective planning includes anticipating potential challenges and risks. Managers must consider what could happen **and** develop strategies to handle those situations.

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Importance of Planning

1. Provides Direction:

Planning sets a clear direction **for** the organization. It helps everyone understand what needs to be done and why.

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Importance of Planning

2. Improves Efficiency:

By outlining tasks and allocating resources, planning contributes to the efficient use **of** time, money, and effort.

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Importance of Planning

3. Facilitates Decision-Making:

When plans are **in** place, decision-making becomes more straightforward واضحة. Managers can refer to the plan when faced with choices.

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Importance of Planning

4. Encourages Innovation:

Through planning, organizations **can** foster a culture of innovation. It allows for creative thinking and finding new ways to achieve objectives.

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Importance of Planning

5. Enhances Adaptability:

In a constantly **بـاستمرار** changing business environment, planning helps organizations be more adaptable **قابلة للتكيف**. They can adjust strategies to respond **to** unforeseen **غير متوقع** circumstances.

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Planning (summary)

In summary, **planning** is like a roadmap that guides an organization toward its goals. It involves setting objectives, developing strategies, assigning tasks, allocating resources, and considering potential risks. Effective planning is crucial for the success and adaptability of an organization in today's dynamic business environment.

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Fill in the blanks with the most appropriate words from the table.

are	was	a	with
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Setting Goals: Planning begins (1) **.with.** establishing clear and specific objectives that the organization wants to achieve. These goals can be related to sales targets, market share, or any other aspect of the business.

Developing Strategies: Once the goals are set, managers need to figure out يكشف the best ways to reach them. This involves developing strategies, which (2) **..are...** essentially plans of action outlining how to use resources effectively.

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Answer the following essay questions:

1. Describe the role of setting goals in the planning process.

Answer:

Setting goals is the starting point of planning, involving the establishment of clear and specific objectives. **Clear goals contribute to organizational success by providing a focused direction, guiding decision-making, and helping in resource allocation to achieve desired outcomes.**

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Answer the following essay questions:

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2. Explain the importance of developing strategies in the planning process.

Answer:

Developing strategies in planning involves outlining plans of action to achieve set goals. **Strategies are essential for effective resource utilization, guiding employees on how to reach objectives, and ensuring the organization's overall success.**

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Answer the following essay questions:

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3. Discuss the significance of risk assessment in the planning process.

Answer:

Risk assessment is a vital **حيوي** part of planning, involving the anticipation of potential challenges and developing strategies to handle them. **Managers can foresee توقع challenges like market fluctuations and devise يبتكر plans to mitigate these risks, ensuring the organization's resilience مرونة.**

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Answer the following essay questions:

4. Illustrate how planning provides direction for an organization and contributes to improved efficiency.

Answer:

Planning provides direction by offering a clear roadmap for an organization. For instance, setting goals and outlining strategies guides employees on what needs to be done and why, contributing to improved efficiency. This clear direction benefits the organization by ensuring a focused effort and the efficient use of resources, ultimately أخيراً leading to overall success.

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