



Syllabus of Module

6. Systematic Planning and Organising

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Module Annotation

The module is aimed at expanding students' competences in the area of basic managerial functions – planning and organising. Planning is a priority managerial function, which includes a number of activities aimed mainly at setting objectives and ways of achieving them.

With regard to the formulated goal, organisational structures are then formed that create the appropriate environment for achieving the organisation's goals. Organisational structures should also respond to highly variable environmental conditions. The trend is to ensure some form of adaptability, overcoming defined positions in the organisation and ensuring the desired development of the organisation.

The module will also cover forecasting techniques, knowledge of which is essential for formulating long-term plans.

Module Objective

- The recognition of the different phases of the planning process
- Identification of key and critical factors of the plan
- Selection and formulation of optimal objectives
- Long-term goals and plans
- Classic and modern types of organisational structures
- Competence, authority, responsibility, delegation
- Management by Objective
- Clustering options

Literature

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3. KIROVOVÁ, Iva. Organizační chování. 1. díl. Ostrava: VŠB-TU Ostrava, 2015. Series of economics textbooks, Faculty of Economics, VŠB-TU Ostrava, 2015, vol. 19. ISBN 978-80-248-3845-8.
4. ROTHARMEL, Frank T. Strategic Management. 3rd ed. New York: McGraw-Hill Education, 2017. ISBN 978-1-259-42047-4.
5. SRPOVÁ, Jitka. Podnikatelský plán a strategie. Prague: Grada, 2011. ISBN 978-80-247-4103-1.