Corporate Planning and Control

Course Description

Planning and control are central elements for managing a company. Students will learn about budgeting and the connection between planning and control at the strategic and operational levels of a company. More specifically, they will learn how a company's planning and control system can be designed in terms of structure and process and the benefits and limitations of planning and control. The procedure of strategic and operational planning and control are also discussed, and students will learn to apply basic approaches, instruments, and methods to critically observe these processes. In the context of operational planning and control, we will focus on the tasks and principles of budgeting and their implementation. Finally, a case study is used to consolidate various planning results into a company's financial model.

Contents

1. Basics of Planning, Budgeting, and Control
   1. Relationship and Functions of Planning and Control
   2. Systematization of Characteristics of Planning and Classification Subsumption of Budgeting
   3. Systematization of Control Characteristics
2. Planning and Control System
   1. General Structure
   2. Planning and Control Bodies
   3. Planning and Control Process
   4. Limits and Benefits
3. Strategic Planning and Control
   1. Fundamentals and Process of Strategic Planning and Control
   2. Strategic Analysis
   3. Strategy Evaluation and Selection
   4. Strategy Implementation
4. Basics of Operational Planning and Control
   1. Basics and Process of Operational Planning and Control
   2. Functional Planning Areas
   3. Formal Target Planning
5. Operational Planning and Control: Budgeting

5.1 Tasks and Principles of Budgeting

1. Budgeting System
2. Newer Budgeting Approaches
3. Case study

6.1 Introduction

1. Data collection and assumptions
2. Modeling