Corporate Planning and Control

Course Description

Planning and control are central elements for the management of a company. The students learn about the connection between planning and control at the strategic and operational level of a company and the role of budgeting. They learn how the planning and control system of a company can be designed in terms of structure and process and what the benefits and limitations of planning and control are. Students will learn about the procedure of strategic and operational planning and control. They will also learn to apply basic approaches, instruments and methods and to critically observe processes. In the context of operational planning and control, special attention is paid to the tasks and principles of budgeting and their implementation. In the context of a case study, the consolidation of various planning results into a financial model of a company is demonstrated.

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. Operational planning and control - basics
   1. Basics and process of operationalve 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