

# Module 4

## TYPES OF PLANNING AND DECISION MAKING



Types of Planning and decision making are shown in the following table :

PLANNING	DECISION MAKING
<b>- HORIZON</b> <ul style="list-style-type: none"> <li>- Long Term</li> <li>- Short Term</li> <li>- Immediate</li> </ul>	<b>- SITUATION</b> <ul style="list-style-type: none"> <li>- Under Certainty</li> <li>- Under Uncertainty</li> <li>- Under Imperfect Information</li> </ul>
<b>- APPROACH</b> <ul style="list-style-type: none"> <li>- Optimistic</li> <li>- Conservative</li> <li>- Realistic</li> </ul>	<b>- FRAME</b> <ul style="list-style-type: none"> <li>- Data or Fact Based</li> <li>- Intuitive/ Gut Based</li> <li>- Pragmatic</li> </ul>
<b>- LEVELS</b> <ul style="list-style-type: none"> <li>- Macro</li> <li>- Firm - Level</li> <li>- Activity</li> </ul>	<b>- LEVELS</b> <ul style="list-style-type: none"> <li>- Policy</li> <li>- Strategic</li> <li>- Tactical</li> </ul>