

LECTURE 7

CONTROLLING

Controlling

It is the process of measuring performance and taking action to ensure desired results.

It is important to make sure that plans are fulfilled and that the actual performance meets objective .

Steps in Controlling Process

1. Establish performance objective and standards
2. Measure actual performance.
3. Compare actual performance with objective standard.
4. Take necessary action.

Types of Control

1. Feed-forward Control
2. Concurrent Control
3. Feedback Control