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Corporate Planning Seminar Addresses Decision-Making Process

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DAYTON, Ohio, September 20, 1976 --- The managers of all organizations - small, intermediate or large - are becoming increasingly dependent upon the development and utilization of formal planning systems in order to improve the decision-making process as it relates to the organization and operation of the business.

A Seminar on Corporate Planning, offered as a pioneering effort in the development of executive programs at UD and taught by business executives as well as faculty from UD and other universities, will attempt to cover some of the key problems of corporate planning and management. Some of the objectives for the seminar are to provide a framework for: identifying and analyzing a firm's requirements from a logical, analytical and reflective point of view; dealing effectively with processes involved in goal setting, strategy formulation, and the making of decisions regarding future operational requirements; information processing and techniques utilized in translating such information into an organized plan; and providing a working manual of planning data which may be applied to the planning activities of the conferee's firm.

The seminar will meet for 30 weeks from Sept. 8, 1976 to April 13, 1977. Some of the subjects discussed will be: Conceptual Framework of Corporate Planner, Abraham Katz, IBM; Planning and Implementing a Corporate Strategy, Dr. Stephen H. Fuller, General Motors; Research and Development Project Selection, Dr. Norman R. Baker, University of Cincinnati; Integration of Short-term Plans with Long-term Plans, Dr. Donald Fleming, Standard Oil of Ohio; Experience Curves as a Planning Tool, Mr. Clark Peters, Mead Corporation; Technological Forecasting, Dr. Bernard H. List, WPAFB; Wright Aeronautical Laboratories; and Designing a Planning System - Role of Top Management, Corporate Values, Dr. Stanley Stough, UD.

Coordinator and director of the program is UD's John Walker Darr (management). For further information, contact him at 229-2025 between 8:30 am and 4:30 pm.