

Effective Strategic Management Planning and Control For A Manager

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Abstract

This activity was carried out for students at Putra Bangsa University in Kebumen, Central Java. This community service aims to provide students with an understanding of the work of a professional manager which is carried out in four stages, namely planning, organizing, implementing, and controlling. The methods used in this community service activity are presentations and discussions. The results of the service show that the community service program for Putra Bangsa University students can be implemented well and run smoothly according to the activity plan that has been prepared. The results of this service can be concluded: First, students can combine practical experience in the workplace. Secondly, students can practically understand planning in the manufacturing, government, and hospital sectors. third, students can improve communication both theoretically and practically

Keywords: management, manager, professional.

INTRODUCTION

An organization is a group of people who come together to achieve a goal. One of the goals of the organization is to seek profit. The organization consists of owners, managers, and employees. The owner entrusts the management of the company to the manager to achieve a goal (Ichsan et al., 2021). A manager briefly has four functions, namely planning, organizing, actuating, and controlling. These four functions are interconnected and are part of the entire management process of a business unit. Organizational operations starting from the planning stage to implementation require control and supervision by management. This is intended so that the strategy in the organization can run effectively. The ability of a manager to run an organization can be seen in how the organization is implemented. One example in the transportation industry is Blue Bird. In strategic management planning, Blue Bird management directly observes the situation in the field until they become drivers so they can see the situation directly so that planning, implementation, and control in their organization can run effectively. By being directly involved in its implementation, a manager can easily see the situation and evaluate it so that the organization runs effectively. This is evidenced by Blue Bird's ability to recover after the Covid-19 outbreak which was quite short until now entering the age of 52 companies can compete with online transportation companies in the current digital era. Some of the breakthroughs made by Blue Bird such as operating electric taxis, launching EZPay, and launching the Fixed Price feature.

A manager needs knowledge and experience to achieve a strategy in an organization. Knowledge grows when a manager studies at a university, especially in the Management Department. The knowledge shared by lecturers can be applied within the organization. While experience is shared by people who have or have served as managers, be it operational managers, finance, etc. From the experience of having served as managers for years, it can be shared with students as capital or at least to know how the organization is run. The author who also once served as a manager was shared and communicated to students specifically at

Putra Bangsa University Management Department Semester four (4) as a form of community service. The experience shared in this case is in the hospital organization and Regional Owned Enterprises (BUMD) in one of the cities of Yogyakarta on how to plan and control so that the organizational strategy runs effectively. The objectives of this PKM activity are for Management students of Putra Bangsa University can understand the theory of planning and control. Management students of Putra Bangsa University can understand the practical aspects of planning and control, especially in the fields of government and hospitals.

LITERATURE REVIEW

1. Organization

An organization is a group of people who come together to achieve a goal. One of the goals of an organization is to seek profit. An organization consists of owners, managers, and employees. The owner entrusts the management of the company to the manager to achieve a goal (Ichsan et al., 2021).

2. Manager

According to Drucker (1954) a manager is someone responsible for planning, organizing, directing, and controlling organizational activities to achieve predetermined goals.

3. Planning

Planning is the process of systematically preparing activities that will be carried out to achieve certain goals (Husaini & Purnomo, 2008). Husaini & Purnomo (2008) also argues that planning is the calculation and determination of something that will be carried out to achieve certain goals, who will do it, when, where, and how to do it. Meanwhile Alifia et al. (2024) explain that planning revolves around two things: a. Determination of conscious choices regarding concrete goals to be achieved within a certain period based on the values held by the community concerned. b. Choices between efficient and rational alternative ways to achieve these goals, both for determining goals that cover a certain period and for selecting these ways, certain measurements or criteria are required which must first be selected.

4. Control

According to Ricky W Griffin (2002) control is the regulation of organizational activities so that the targeted performance elements remain within acceptable limits. Analysis and Evaluation The target of this activity is 4th-semester students of the management study program at Putra Bangsa University, Kebumen Regency. In this 4th semester, students have received material on planning and control. Data from January 2024 shows that corruption cases in the procurement of goods/services are still the second largest corruption cases after gratification/bribery. Even in the period 2004-2022, the KPK has handled 1,351 corruption cases, of which around 277 cases (20%) occurred in the procurement of goods/services (KPK, 2024). As a participant in the PKM activity, we consider it necessary to explain this planning and control by conveying both theoretically and practically which covers planning and control in the government, manufacturing and

hospital sectors so that students can have an idea of how to implement planning and control in the workplace.

METHOD

Community service is designed to provide management students with a comprehensive understanding of effective strategic management. This service involves a series of systematic and structured activities to achieve the stated goals. This method involves several main stages starting from planning, implementation, evaluation and follow-up. Each stage is designed to ensure that the program runs effectively and provides maximum benefits for participants. The following are the stages that will be carried out in this service program.

Planning

In the planning stage, identification of the needs of management students' abilities that must be possessed in order to have added value and these needs are adjusted to the lecture material that is in accordance with the learning syllabus. After that, we adjust our training topics to be more appropriately delivered to students in which semester, then we adjust the schedule so that the training runs conducive. The preparation of the plan includes the creation of training materials that include financial management strategies, especially in the fields of Regionally-Owned Enterprises (BUMD) and Hospitals. We also plan a training schedule that includes an opening session, delivery of materials, practice, sharing real problems in the world of work, and interactive discussions. In addition, we coordinate with the campus to ensure that the necessary facilities and equipment are available.

Implementation

The implementation stage begins with an opening session, we introduce ourselves first and convey the purpose of this training. Next, the material delivery session is by the training topic. We deliver financial management strategy material, especially in Regional-Owned Enterprises (BUMD) and Hospitals through lectures, presentations, and educational videos. In the practical training session, we discuss budget calculations in Regional-Owned Enterprises (BUMD) and Hospitals, including revenue budgets, direct expense budgets, indirect expense budgets, operational expense budgets, and profit and loss budgets. In the sharing session stage, we share problems that are commonly encountered by management in terms of effective strategic management and how we develop solutions to solve these problems. Furthermore, we close the closing stage with a question and answer session and prize distribution for students who are active during this training session.

Evaluation and Follow-up

The evaluation and follow-up stage includes training evaluation by collecting feedback from students regarding the training materials that we have delivered. We evaluate the understanding conveyed by students before and after the training is carried out as a benchmark for how much influence the training we have carried out has on the students. Our follow-up is in the form of compiling a report on the results of the service which includes evaluations and recommendations for further program development, as well as making

follow-up plans such as periodic advanced training to increase abilities and expertise that can provide added value for students graduating with a Bachelor of Management degree.

RESULT AND ANALYSIS

Result

This community service is carried out using the training method for students of Putra Bangsa University. This activity begins with the provision of material on the topic that has been prepared in advance, then with a discussion session with students of Putra Bangsa University, especially for 4th semester students who are taking management accounting courses and have studied material on planning and control. The implementation of this community service activity is carried out by experienced managers, practitioners in the field of accounting, and accounting educators, by providing a process in carrying out planning and control by managers, especially in the field of hospitals. The material presented to students, especially those majoring in management, is a strategic way to carry out good and appropriate planning and control in the view of top-level managers regarding financial planning and control, technical analysis in decision-making.



Figure 1. documentation with training participants

The results of community service activities for students of Putra Bangsa University broadly include the following components: basic understanding of leadership, students understand the basic concepts of planning and control in the finance department, including definitions, objectives, and various forms of planning and control. Success Criteria: At least 80% of students can re-explain the basic concepts of several questions related to the material that has been explained by the presenter, as well as a short discussion session to evaluate their understanding. Supporting activities: Delivery of material through interactive lectures, real examples in hospital and government institutions and group discussions. Knowledge of planning and control especially in hospital institutions: Students are familiar with various forms of control and planning such as control in the preparation of authoritative budgets, participatory budgets and consultative budgets. Success Criteria: At least 60% of students can identify and explain the characteristics and differences of each budget product. Supporting activities: Use of teaching materials in the form of materials, case studies, and

simulation games about leadership in a manager.

Literacy on planning and control is one of the important aspects in education, especially in the aspect of leadership and the use of proper budgeting so that students are able to detect good financial reporting. Community service that focuses on the theme "Effectiveness of planning and control management strategies by a manager" is a relevant and useful initiative in preparing a generation of young people who are not only proficient in theoretical science, but can also be brought into the world of work. This curriculum seeks to offer students with a thorough understanding of planning and control, allowing them to recognize excellent and accurate leadership and make intelligent decisions for a brighter future. In the framework of this community service, the method is divided into multiple stages, beginning with the presentation of basic planning and control principles and progressing to simulation practices on how to identify planning and control from numerous lines that students can perform. The first stage is to provide an understanding of what planning and control are and why they are important. Through this session, students are invited to understand that through decision-making by a manager, it is not only for the short term but also for the long term so that the company remains sustainable and survives in various conditions. Furthermore, this service also discusses various types of budgeting that are known to students.



Figure 2. Training session

Based on the PKM activities that have been carried out with 27 students present, the material, both theoretically and practically, that was delivered increased student literacy and was a development of the material that was previously delivered by the management lecturer in this 4th semester. Students have practically understood planning and control in the manufacturing sector. Students do not yet have an idea of practical implementation in government and hospitals. After the presentation of practical material in this PKM activity,

students have been able to understand the practical implementation of planning and control in government and hospitals. Suggestions for the faculty of economics and business, especially the management study program, to include material on theory and practice regarding hospital management.

Self-Reflection

This PKM activity has a positive impact on:

1. We are PKM participants because we can combine our practical experience in the workplace, especially in hospitals, with lecture theories.
2. Semester 4 students of the management study program can practically understand planning and control in the fields of manufacturing, government, and hospitals, this is an increase in soft skills.
3. The key to success in work that can be obtained from this PKM activity is: must be proactive and improve communication because communicating and discussing will make us individuals who can work in a team and have broad insights in the field of work.

Based on the experience of PKM activities that have been carried out, it is necessary for students or us to always read related to course theories and attend training - training related to company management as a form of self-development and increasing insight.

CONCLUSION

This service was carried out for students at Putra Bangsa University in Kebumen, Central Java, to provide an understanding of the work of a professional manager through four stages: planning, organizing, implementing, and controlling. Using presentation and discussion methods, the results of the service show that this program can be implemented well and goes according to plan. Students successfully combine practical experience in the workplace, understand planning in the manufacturing, government, and hospital sectors practically, and improve communication both theoretically and practically. Apart from that, this activity also has a positive impact by increasing students' awareness of the importance of strategic management in various sectors. Students demonstrate increased understanding and skills in designing effective strategies, as well as in applying communication techniques that support managerial success. This program proves the effectiveness of experiential and discussion-based learning approaches in preparing students for real-world managerial challenges.

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