

Controlling التحكم أو السيطرة

- **Controlling** is determining what is being accomplished.
- Controlling can be viewed as detecting and correcting significant variations.

CONTROLLING AND PLANNING

التحكم (السيطرة) والتخطيط

- Planning bears a close relationship to controlling.
- Planning identifies commitments to action intended for future accomplishments.
- Controlling function is performed to ensure that the commitments are carried out.

CONTROL PROCESS

عمليات السيطرة (التحكم)

- Controlling consists of a process made up of the following three definite:
 1. Measuring performance.
 2. Comparing performance with the standard.
 3. Correcting unfavorable deviation.

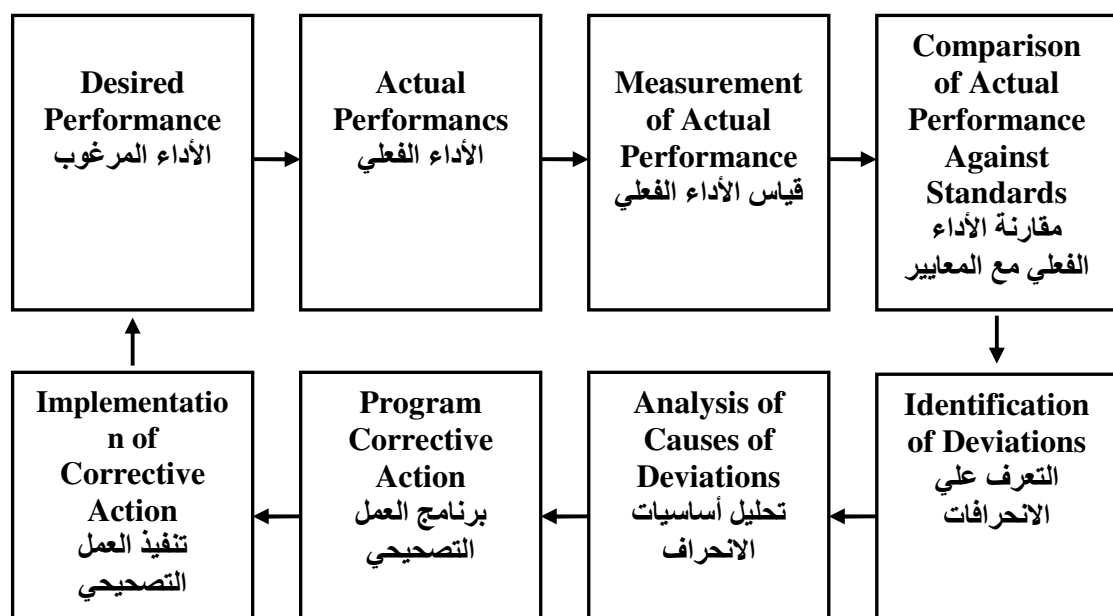


FIGURE 6.1 Control Process
عملية التحكم

MEASURING PERFORMANCE

تقييم الأداء

- Measurement is the determination of the quantity or capacity of a well-defined entity.

COMPARING PERFORMANCE WITH STANDARDS

مقارنة الأداء بالمستوى

- When there is a difference between the performance and the standard, judgment is frequently required to assess its significance.

CORRECTING DEVIATIONS

تصحيح الانحرافات

- This step ensures that operations are adjusted and efforts are made to achieve the results initially planned.