



SNS COLLEGE OF ENGINEERING

Kurumbapalayam (Po), Coimbatore – 641 107

An Autonomous Institution

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Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai



DEPARTMENT OF MANAGEMENT STUDIES

COURSE NAME : 19BA101- MANAGEMENT AND ORGANISATIONAL BEHAVIOUR

I YEAR /I SEMESTER

Unit 2- Functions of Management

Topic 2.5-:Co-Ordination



CO-ORDINATION

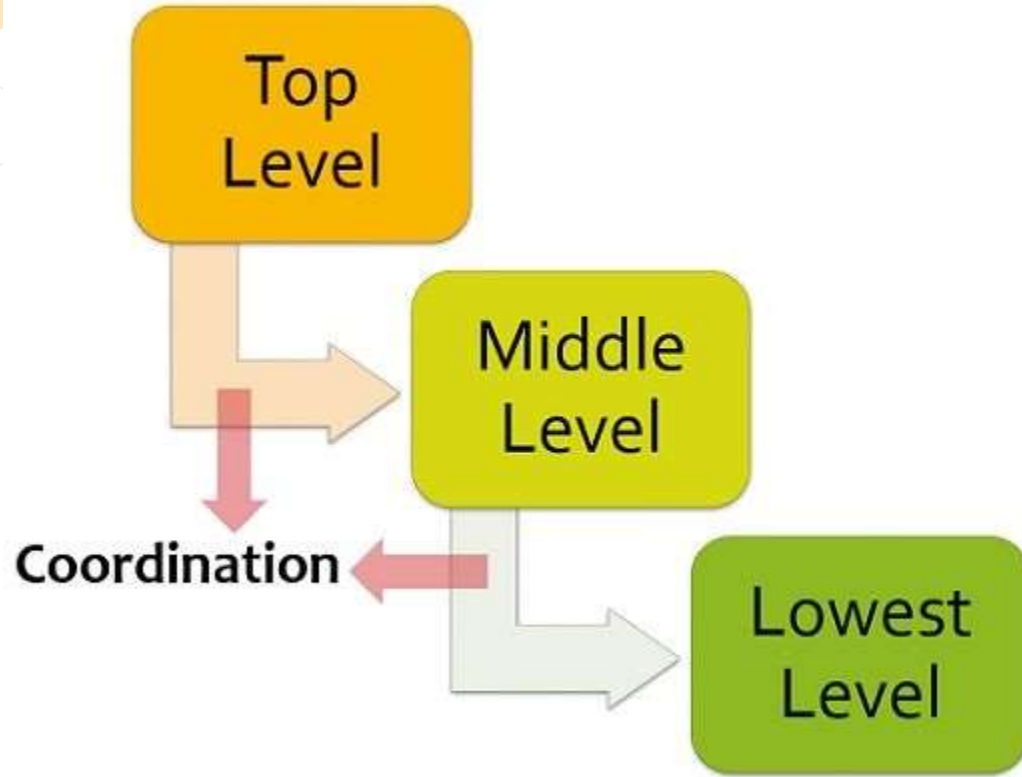


◀ Coordination

- ◀ **Definition:** Coordination can be described as that **invisible cord**, which runs through all the activities of the organization and **binds them together**.
- ◀ It is not a function of the management, rather it is the **essence of management**, which is needed at all levels and at each step of the firm, to achieve the objectives of the organization.
- ◀ Coordination means **the integration and synchronization of the activities, resources and efforts of the people working in the organization, which leads to unity of action**
- ◀ Coordination is that hidden force that links all the functions of the management, i.e. **planning, organizing, staffing, directing and controlling**.



CO-ORDINATION





CO-ORDINATION

- ◀ Coordination is a process, which ensures that various departments, units and levels of the organization work smoothly and continuously in tandem, i.e. in the same direction, towards the accomplishment of organizational goals, while effectively utilizing the resources.
- ◀ It aims at involving all the elements of the company, in the plan, strategy or task, to get input from everyone and attain best results.
- ◀ “With coordination comes harmony in the performance of organizational tasks”.



CHARACTERISTICS OF COORDINATION



Coordination

Integrates
efforts of
employees

Unity of
action

Ongoing
process

Pervasive
Function

Deliberate
activity



CO-ORDINATION



- ◀ **Integrates efforts of employees:**
- ◀ Coordination integrates the efforts of the employees, to translate it into a determined activity.
- ◀ It aims at giving a specific direction to the group, to make sure that the results obtained are according to the plans.
- ◀ **Unity of Action & Ongoing Process:**
- ◀ There must be a unity of action in the accomplishment of organization's objectives.
- ◀ It is that implicit force which binds various departments, divisions and units of the concern, and ensures that they work with a single focus.
- ◀ Ongoing Process.



CO-ORDINATION



- ◀ **Pervasive Function:**
- ◀ Coordination is a must for all the three levels of the management as are interlinked and interdependent with respect to the functions performed by these levels.
- ◀ **Deliberate activity:**
- ◀ Various activities and efforts of the organization are to be coordinated in a thoughtful and careful manner.



IMPORTANCE OF COORDINATION





THANK YOU