



SNS College of Technology

Coimbatore - 35



**19BAT601 – Management and Organisational
Behaviour**
Unit I I: – FUNCTIONS OF MANAGEMENT

Department of Management
Studies

DR.S.SENTHIL KUMAR
Design Thinker





Our Topic...

DEPARTMENTATION



RECAP :

- *Organizational structure*

LET'S
RECAP



Meaning of departmentation

- **Dividing work on the basis of the specialization is known as departmentation**

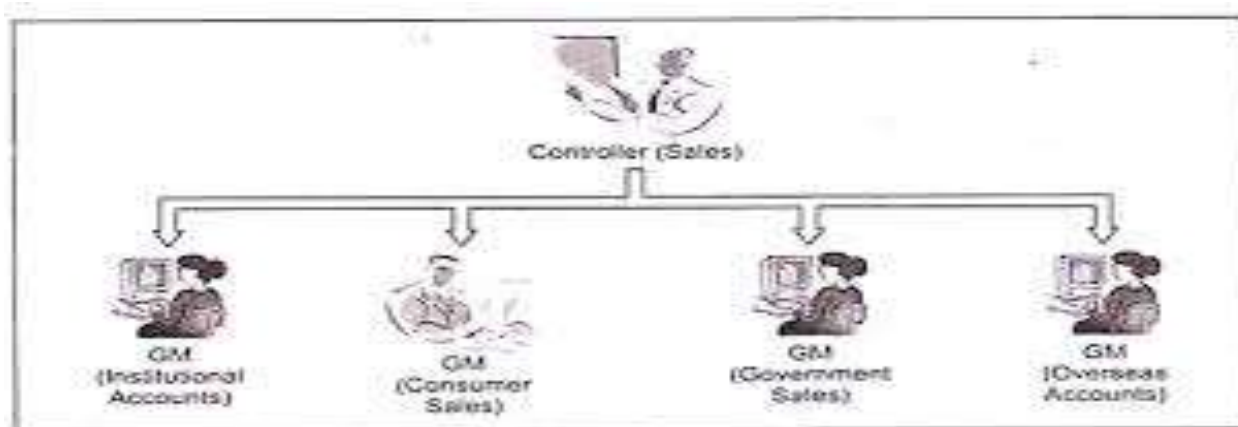


Figure 3.9 Customer Departmentation



Definition

According to Knootz and O'donnell,
“Departmentation is a process of dividing the large monolithic functional organization into smaller and flexible administrative units”.





Basis of departmentation

- **Functional departmentation**
- **Product wise departmentation**
- **Territorial or geographical departmentation**
- **Process wise departmentation**
- **Customer wise departmentation**
- **Time wise departmentation**





Cont....

Functional departmentation



Product wise departmentation



Geographical departmentation



Process wise departmentation

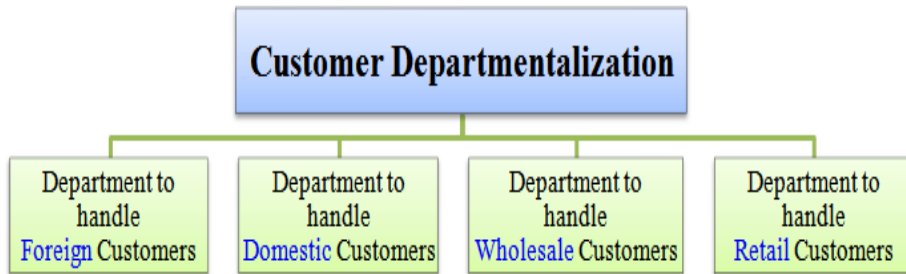


Diagram Credits © Moon Rodriguez



Cont....

Customer wise departmentation



Time wise departmentation





Pros and cons:

Pros:

1. Supervision is facilitated.
2. Coordination within the department is easier.
3. Management responsibility is shared.
4. Department can be staffed with specialized trainin

Cons:

1. Decision making becomes low.
2. Delays when there are problems.
3. Accountability and performance are difficult to monitor.





WORK SHEET:

Which one of the following is not a method of departmentation?

- a. By function
- b. By competitor
- c. By product
- d. By geography

Answer:



References:



<https://www.slideshare.net/hiteshgoyalbc80/departmentalization-32167708>

https://www.google.com/search?q=departmentation+ppt+for+mba+students&rlz=1C1CHBD_enIN933IN933&oq=departmentation+ppt+for+mba+students&aqs=chrome..69i57.34482j0j15&sourceid=chrome&ie=UTF-8#

*Thank
you*

