



SNS COLLEGE OF TECHNOLOGY

Coimbatore-35

An Autonomous Institution



Accredited by NBA – AICTE and Accredited by NAAC – UGC with 'A+' Grade
Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai

DEPARTMENT OF MCA

23CAT604 – PRINCIPLES OF MANAGEMENT

I YEAR I SEM

UNIT5 –CONTROLLING

TOPIC 1 & 2 – Controlling and its process



IMPORTANCE OF CONTROLLING



GUIDE TO OPERATIONS

- **Measures Progress**
- **Uncover Deviations**
- **Indicate Corrective Action**





POLICY VERIFICATION



- Verify quality of various plans
- Helps to review , revise and update plans
- Helps to carry out the plans successfully



MANAGERIAL ACCOUNTABILITY

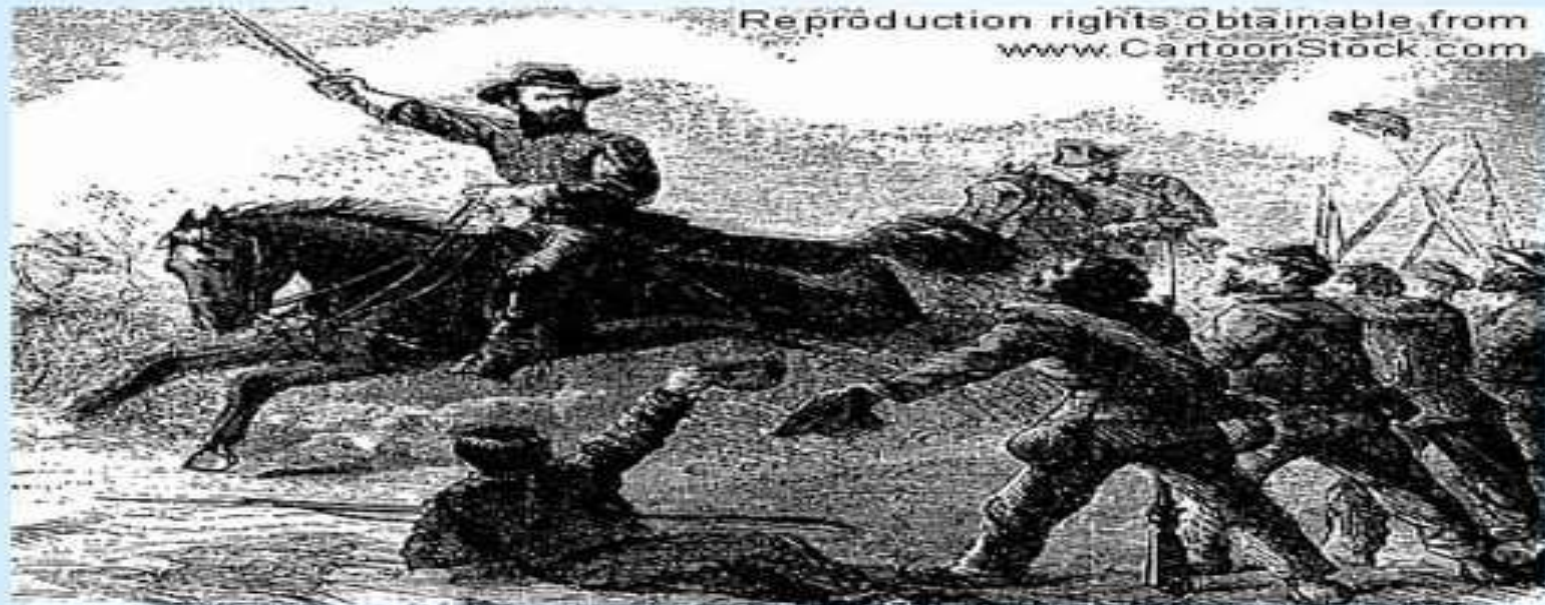
- Manager responsible for ultimate performance
- Managers check performance of subordinates
- Control help them to discharge their responsibilities
- Facilitates decision making and better management





EMPLOYEE MORALE

- Control brings order and discipline
- Absence of control – lower employee morale





PSYCHOLOGICAL PRESSURE

- Motivates employees to perform better
- Rewards and recognition





COORDINATION IN ACTION

- **Actions according to plans**
- **Right direction**
- **Correct inter relationship between various factors**
- **Balance between ends and means**



REQUIREMENTS OF AN EFFECTIVE CONTROL SYSTEM



FOCUS ON OBJECTIVES AND NEEDS

- **Aim at accomplishing the organizational goals**
- **Standards set should be realistic**
- **Early detection of deviations**





SUGGESTIVE

- Merely pointing out deviations – not enough
- Lead to corrective actions
- Check undesirable deviations
- E.g. – train employees, effective supervision, revise standards





SUITABILITY

- Control techniques – suit nature of activities
- E.g. – Different control system in a big and small organization





SIMPLE

- **Simple and easy to understand**
- **If complicated – employees confused – poor performance**



FORWARD LOOKING



- Directed towards future
- Anticipate future requirements
- Identify situations that need new plans



CONTROL BY EXCEPTION

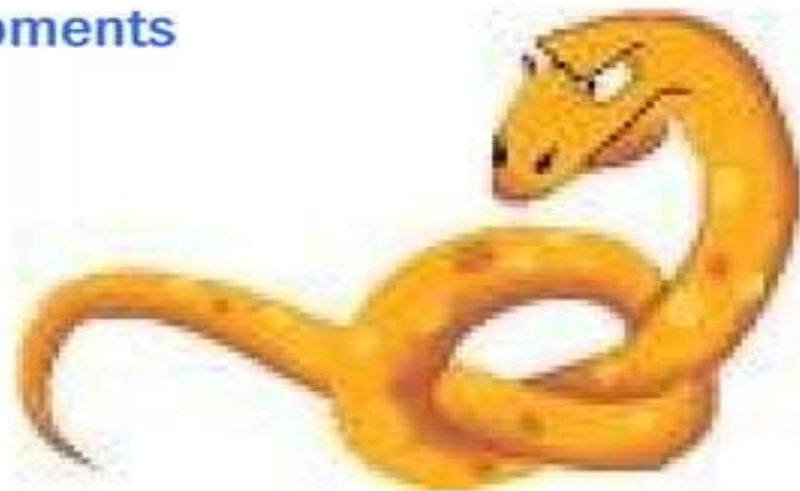
- Some deviations have greater impact than others
- Control every activity – not feasible
- Critical Point Control - Control significant deviations only





FLEXIBILITY

- Keep pace with changing environment
- Adaptable to new developments
- Alternative plans





MOTIVATING

- Consider human factor
- Control work not workers
- Free not restrict action
- Prevent mistake not punish
- Direct contact between controller and the controlled





ECONOMICAL

- Control system – worth its cost
- Justifiable expenses
- Savings > Cost of control





THANK YOU