

MANAGEMENT

PRINCIPLES AND APPLICATIONS

UNIT-1

PART-VII

CO-ORDINATION

Effect of Co-ordination

As a matter of fact, co-ordination is the core function of management. The efficiency of a business organisation certainly increases with effective co-ordination. It brings harmony between organisation and the changing environment, tailors the organisation structure to the appropriate technology and strategy, combines growth and stability, order with freedom, creativity with conformity, efficiency and effectiveness and so forth. Co-ordination is the basis of success of planning, organising, directing and controlling. **M.P. Follett** says, "Co-ordination begins since planning and extends up to the control."

Need for Co-ordination

The need for co-ordination in an enterprise, arises due to the following factors:

- (a) Diversity of activities and specialities therein; and
- (b) Semi-autonomous status of various departments.

In the words of **Koontz and O' Donnell**, "Management achieves co-ordination in two ways. First, it assures that the environment facilitates co-ordination by creating an appropriate organisation structure, selecting skilful subordinates, and training and supervising them effectively providing and explaining the integrated plans and programmes that the subordinates

will carry out establishing means to carry them out. Second, it makes certain that his subordinates understand the principles of co-ordination and the importance of acting upon them."

Is it not the whole substance of managerial function? If so, co-ordination is the essence of this whole process. The need for proper co-ordination will be clearer by studying the following factors:

1. Good human relations: Co-ordination is achieved through systematic efforts. Good co-ordination gives job satisfaction to the employees which keeps their moral high. Moreover, good human relations are established because the authority-responsibility relationships are clear.

2. Restriction on class-conflict: The conflict between line and staff personnel can also be avoided through proper co-ordination of their efforts.

3. Diversified activities: The need for co-ordination arises to keep under control the diversified activities carried on by different departments. Synchronisation of diversified and specialised tasks is possible by co-ordination only.

4. Economy and Efficiency: Through co-ordination it is possible to bring about economy and efficiency in the organisation. Co-ordination will avoid duplication of efforts due to which there will be economy in labour, time and equipment.

5. Reconciliation of goals of individuals with those of organisation:

This can be done by co-ordination only. The conflict of goals arises because everybody perceives the organisational goals differently and tries to achieve them in his own way. Co-ordination is necessary to bring unity in action in the organisation. From the above discussion, it is obvious that co-ordination is an important activity in any organisation. In a nutshell, co-ordination is a permeating function of management passing through the managerial functions of planning, organising, staffing, directing and controlling. When a manager is performing various functions of management, he is also actively engaged in achieving co-ordination.

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