

Lesson-14

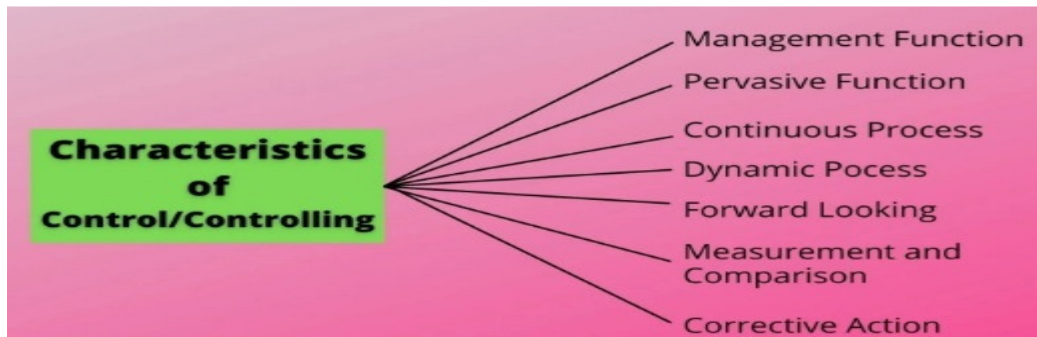
CO-ORDINATION AND CONTROLLING

Introduction

You know that the various business activities of an organization are grouped and carried out by different departments and within each department there are divisions and sub-divisions. In order to achieve the organizational goals effectively, departments are harmonized and duly monitored so that the performance of the organization conforms to the plans and the prescribed time schedule. This can be achieved through proper coordination and control of the activities of all groups. Let us now learn about the concepts of coordination and control and the various steps involved in the control process.

Important points from the text:

- Co-ordination means orderly arrangement of group efforts to provide unity of action in the pursuit of a common goal.
- Controlling is important to make planning a success. For this purpose, it is necessary to compare actual performance with the planned performance. The difference between actual and planned performance is called 'deviation'. Control means determining the deviation, identifying the reasons for deviation and correcting the deviations.
- Characteristics of the controlling function of management



- **Steps in the process of control :-**
- Establishment of standards;
- Measurement of performance;
- Comparison of actual performance with planned performance;
- Determination of reasons for deviation;
- Taking corrective action.

- The significance of co-ordination as a function of management arises mainly from the fact that without harmonized efforts, different activities may result in neglect of the organizational goals.



Learn new points:

1. Unity of action - The Unity of Action **limits the supposed action to a single set of incidents which are related as cause and effect.**
2. Deviations - the action of departing from an established course or accepted standard.

Evaluate yourself

1. Mr X. fixed a target of 500 shoes for the month of April 2020. Mr X. changed defective machines and also the incompetent workers. On 30 May 2020 Goal found only 400 shoes could be prepared. Why there is a difference in actual and standard performance.
2. Share your views with examples if control is important or coordination in a management.
3. Control means determining the deviation, identifying the reasons for deviation and correcting the deviations.

Maximize your marks

- Read the chapter carefully and go through the learning points
- Get into the little details of the above mentioned important points.