



COORDINATION

INTRODUCTION

- Coordination is the essence of management and an integral part of all the managerial functions. It is also instrumental in binding all the managerial functions.
- **Coordination is the combination of all efforts, activities and forces that operate and interact within and outside enterprise.** Co-ordination is a classical concept developed at an early stage of the evolution of management thought. Co-ordination is one of the important functions of management.
- Coordination is the function of management which ensures that different departments and groups work in sync. Therefore, there is unity of action among the employees, groups, and departments. It also brings harmony in carrying out the different tasks and activities to achieve the organization's objectives efficiently.

TYPES OF COORDINATION IN MANAGEMENT

- **Internal Coordination-** Coordination between the activities of departments and people working within the organisation is known as internal coordination.
 1. **Vertical Coordination:** Here, a senior authority is in charge of coordinating his work with his subordinates and vice versa. For instance, a sales manager will coordinate his work with the supervisors and all the sales supervisors would work in sync with the sales manager.
 2. **Horizontal Coordination:** Here, employees are required to create a healthy relationship among one another for better performance. For instance, a healthy coordination between supervisors, co-workers etc.

- **External Coordination**

As the name suggests, this type of coordination is primarily about creating a relationship between the employees of a company and individuals outside it. These relationships are mainly created with an aim to have a better understanding of outsiders like public, competitors, market, customers, financial institutions etc.

IMPORTANCE OF COORDINATION IN MANAGEMENT

- Unity in Diversity
- Unity Of Direction
- Functional Distinction
- Reduces Disputes
- Reconciliation of goals
- Optimum Utilization of Resources
- Encouragement of team spirit

LIMITATION OF COORDINATION IN MANAGEMENT

- **External Factors Not in Control**
- **Less Willingness of the Employees**
- **Lack of Management Talent**
- **Misunderstandings**