

BASIS OF DEPARTMENTMENTION

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DEPARTMENTATION

Meaning : “ Process of grouping of activities in to units for the purpose of administration is called departmentation”

- A) Dept'n by function
- B) Dept'n by Products
- C) Dept'n by Geographical area
- D) Dept'n by customers
- E) Dept'n by process
- F) Dept'n by task force
- G) Dept `n by the time

(A) Department by functions

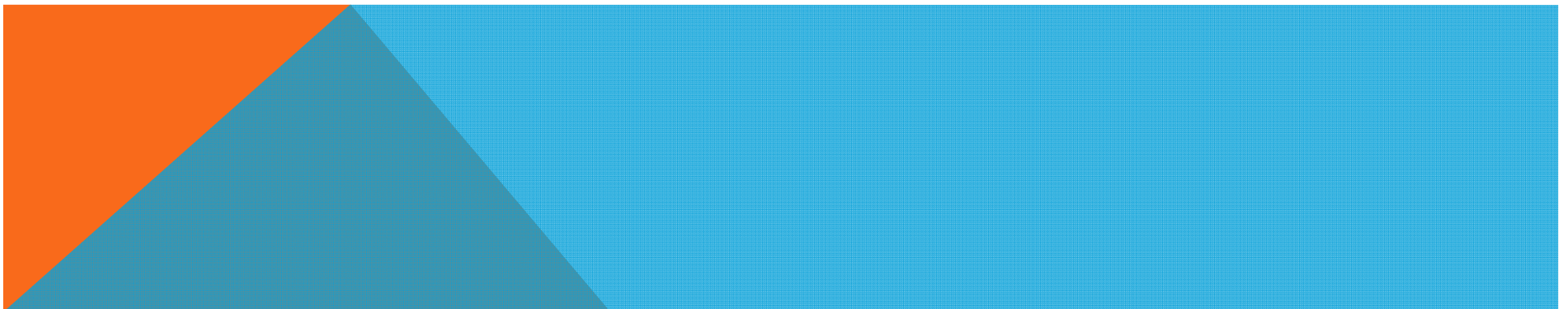
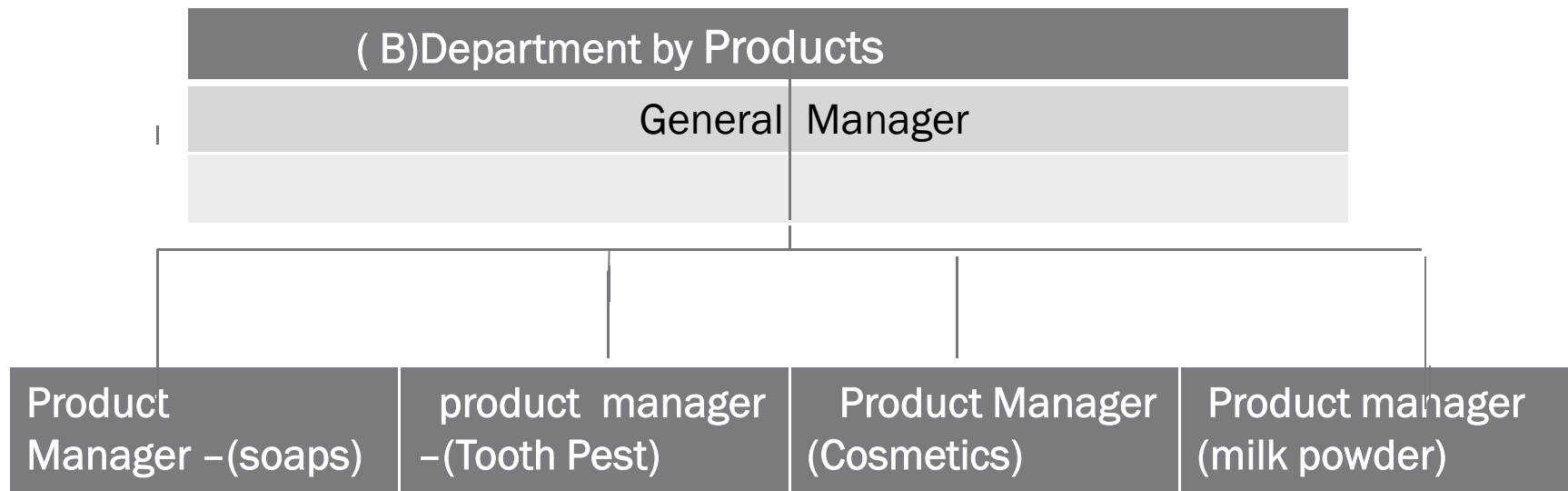
General Manager

**Manager
purchase**

**Manager
production**

**Manager
marketing**

**Manager
R&D**



(C)Dept by Area

Marketing Manager

**Manager
(Southern
Region)**

**Manager
(Northern
Region)**

**Manager
(Western
Region)**

**Manager
(Eastern
Region)**

(D)Dept by Customers

Marketing Manager

**Manager
(Wholesalers)**

**Manager
(Retailing)**

**Manager
(Industrial
Users)**

**Manager
(Customers)**

(E)Dept by Process

Production Manager

**Manager
(Spining)**

**Manager
(Weaving)**

**Manager
(Dyeing)**

**Manager
(Bleaching)**

(E)Dept by Process

Production Manager

**Manager
(Spining)**

**Manager
(Weaving)**

**Manager
(Dying)**

**Manager
(Bleaching)**

(F) Dept `n by Task Force

This type of department involves forming a team or a task force to perform a specific task .

For example sales force for certain products or activity .

or

(G) DEPTN BY THE TIME

Deptn is based on time (shift)

For instance -

hospitals , **hotels** , **fire brigade** ,

production units , Bpo, Kpo,

Education institutions etc.

COMMUNICATION

COMMUNICATION

IMPORTANCE

1. **Achievement of Goals** – proper planning ,accurate information , bind together
2. **Decision Making** – adequate information ,effective communication, transmit inf
3. **Co-ordination**- influence ,depts., proper communication, Gen. co-ordination ,
4. **Better Relation** – understand job , 100% involve , avoid delay ,confusion ,
5. **Motivation** – basic tool ,improve moral , clarifies the task , create trust ,
6. **Job Satisfaction** – better performance ,open communication ,feel comfortable ,
7. **Changing Attitude** – well informed, better attitude , oral & written forms of communication
8. **Stakeholders**- investors ,customers ,society ,suppliers , good relation

BARRIERS TO COMMUNICATION

- Language – known language , understood the message ,unclear-lack clarity
- Psychological Barriers – listening, interpreting , education background job , closed mind ,anger, depression ,
- Organizational Structure – large orgn. Depts. Rules, facilities ,
- Physical Barriers – noise, time ,distance , traffic , crowd , different zones
- Cultural- different culture , color , different - countries – meaning,
- Information Overloaded – many information at a time ,ignore ,errors,
- Lack Of Conflicts – last time info., select right words , right time ,

DECENTRALISATION

FACTORS AFFECTING DECENTRALISATION

1. Size of organization – large , More Dept. Burdon on Top mgmt. ,
2. Type of Orgn.- joint stock , partnership, large scale of operation- Joint stock co
3. Philosophy of Mgmt. – Top mgmt. total control production& Distn.
4. Availability of Managers – more mgrs. , shortage of mgrs.,
5. Type of Business – old & slow more centralization, new& fast decentralise
6. Control Tech.- absence of proper control ,
7. History of Enterprises- period of time , combination, mergers more decentralize