



New College

March 2018

Dear E&M First Years,

PRE-COURSE PREPARATION

Everybody here is looking forward to seeing you in New College for the new academic year, but we would like you to do a bit of work beforehand over the summer.

The Economics tutors have assembled a short guide to pre-course reading which is available at the New College website: <http://www.new.ox.ac.uk/subject-information>. The reading is designed to fill any gaps you may have and also to get your mind shifting into the right gear for university-level courses.

One of your key courses in the first year will be General Management. This course will require you to get to grips with a wide range of ideas and situations, and to illustrate your arguments by drawing on contemporary examples. In preparation for the first term's work, then, I ask you to continue with your reading of the business press, for example the Financial Times, the Economist or Business Week. Look out particularly for striking examples of good, bad or at least interesting practice with regard to some of the following: managerial leadership, managerial incentives, the nature of managerial work, employee motivation, work organization, organization

structure, top management decision-making and planning, corporate culture, out-sourcing or in-sourcing, changing industry structures and successful strategies. Do look out for relevant items from outside the UK, particularly from Brazil, Russia, India and China. Please assemble a Word file of at least three examples (about 100 or so words for each, plus references to sources) for sharing electronically with your tutorial partners in the first week of term.

If you would like some guidance on the sometimes mysterious materials in the business press, the following would make a good investment:

R. Vaitilingam, 2010, FT Guide to Using the Financial Pages, *FT-Prentice Hall*

Do get in touch if you have any queries.

Prof. Richard Whittington

Phone 44 1865 289043 Fax 279590 E-mail richard.whittington@new.ox.ac.uk