



New College

May 2019

Dear E&M First Years,

PRE-COURSE PREPARATION

Everybody here is looking forward to seeing you in New College for the new academic year. We hope that you will get a good break after examinations and so on, but you should also do a bit of work before coming up. We will be hitting the ground running in October.

The Economics tutors have assembled a short guide to pre-course reading which is being made available separately. However, another key course in the first year will be General Management and here I am asking you to prepare a specific short document for the first week of term.

The General Management 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 (or unsuccessful) strategies. Relevant items from outside the UK, particularly from countries like India or China that might give you radically different perspectives, are particularly welcome. 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 technical details of the business press, the following is a good basic reference source:

R. Vaitilingam, 2013, *FT Guide to Using the Financial Pages*, *FT-Prentice Hall*

Do get in touch if you have any queries. And again, looking forward to seeing you for what should be an exciting year.

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