NEW COLLEGE

July 2024

Dear E&M First Years,

Everybody here is looking forward to seeing you in New College for the new academic year. You should have a good vacation but also plan to do some work before coming up to Oxford in October. We hope to hit the ground running right at the start of term.

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 media, for example the Guardian, the BBC, or, if you have access, the Financial Times, the Economist and international equivalents. 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, employee pay and motivation, work organization, organization structure, top management decision-making and planning, corporate culture, digital transformation, globalization or de-globalization, out-sourcing or in-sourcing, changing industry structures, ecommerce and digital platforms 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 interesting 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.

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

Prof. Richard Whittington

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