

**To: All Participants in the Amrita University Doctoral Programme in Management**  
**From: Dr Hardik Vacchrajani and Dr. S.R.Ganesh**  
**Sub: Tentative Outline of the Doctoral Course on General Management and Strategy: end December 2011 to January 25, 2012: Version 2 dated December 10, 2011**

**Objectives:**

- 1.0 To familiarize and explore with you multiple perspectives (selected ones and not, in any way, exhaustive) on Management and Strategy and their Theoretical underpinnings in an historical frame.**
- 2.0 To explore the implications in a Global perspective to help derive meaningful research agenda.**
- 3.0 To serve as a Foundation Course to provide an umbrella for Strategic Management Research and all the Functional Research.**

**Andragogy:**

The Faculty will play the roles of Designers, Catalysts, Facilitators, Provocateurs, Devil's Advocates, Friends, Critics, Coaches and Counsellors to the best of their knowledge and ability to provide and nurture a learning environment inside and outside the formal sessions. We expect you to help us generate a fun learning experience with lots of constructive and creative interactions. We will rely upon, inter alia, the following methods:

- 1.0 Brief presentations by all including Faculty facilitators on Themes and Assignments**
- 2.0 Conversations and Critiques in the Class**
- 3.0 Experience sharing**
- 4.0 Team work as appropriate**
- 4.0 Role plays through various sessions**
- 5.0 Movie viewing with critical and analytic frames and analysis based on appropriate frameworks**

**Themes ( would overlap and telescope into each other as appropriate):**

**Themes between January 2 and 7, 2012**

- 1.0 Perspectives from Ancient times**
- 2.0 Perspectives from Religion**
- 3.0 Perspectives from the Military**
- 4.0 Perspectives from Industrialization**
- 5.0 Perspectives from Clash of Civilizations**
- 6.0 Perspectives from Anatomy of Revolutions**
- 7.0 Perspectives from the 1900s**

**Themes between January 16 to 25, 2012**

- 8.0 Perspectives from the World Wars and the Great Depression**
- 9.0 Perspectives from Post World War II**
- 10.0 Perspectives from the First Oil Crisis and after**
- 11.0 Perspectives from Globalization of Markets**

- 12.0 Perspectives from Disruptive Technologies
- 13.0 Perspectives from Emerging Markets
- 14.0 Perspectives from Business Groups
- 15.0 Perspectives from Global Concerns and Trends
- 16.0 Quo Vadis

Dates and timings will be finalized by end December 2011. However, the first class will be on January 2, 2012, from 4 30 p.m. /5 p.m. to 10 30 p.m. plus. The last session will be on January 25, 2012. All classes will be from either 4 30 p.m. or 5 p.m. to 8 p.m. or 8 30 p.m. and the class rooms will be used for consultations on days when there are no formal sessions. In short, except for Movie viewing, which might be in another room, the class room for all the formal and informal sessions will remain constant.

**Readings:**

- 1.0 History of Management Thought by Daniel A. Wren
- 2.0 One CD of around 400 readings in pdf formats will be provided to all to choose readings appropriate to your needs on all the above themes and your assignments. This should start you off on a journey of creating your own search for readings using the Library resources.
- 3.0 Readings for the first class will be specified in advance and you should be prepared to apply the perspectives from these readings.
- 4.0 A list of books for your exploration is provided separately. Please add on your own favourites based on your search. It is FUN ☺. Please do share your final reading lists with us at the end of the sessions.

**Evaluation:**

- 1.0 3 to 5 short papers of between 1000 to 2000 words (diagrams, tables and graphs excluded) at different points in the Course to be specified starting January 4, 2012(40 %).
- 2.0 Role Plays, Class participation and Presentations (30%).
- 3.0 One Term Paper to be submitted by March 31, 2012 (30%).

**Important: Please ensure that all assignments are submitted in both hard copy and soft copy formats.**

**Criteria for Evaluation:**

- 1.0 Quality of content (adequacy, relevance and significance)
- 2.0 Originality (Of:-presentation, integration, integrity, framework, inferences)
- 3.0 Adherence to deadlines

**Assessment:**

**Acceptable levels (☺)**

- Grade A+: 91+(☺)(☺)(☺)(☺)(☺)
- Grade A: 86 to 90 (☺)(☺)(☺)(☺)
- Grade B+: 81 to 85 (☺)(☺)(☺)
- Grade B: 76 to 80 (☺)(☺)

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**Borderline cases ( Hopefully none ☹)**

**Grade B minus: 71 to 75 ☹**

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**Not Acceptable levels ( Not expected from Doctoral candidates )**

**Grade C+: 65 to 70**

**Grade C: 61 to 64**

**Grade C minus: 56 to 60**

**Grade D: 51 to 55**

**Grade F: Below 50**

**Our Contact details:**

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**Looking forward to meeting you at Ettimadai and wishing you a very Happy New Year,**

**Hardik**

**Ganesh**