

# ***The Emerging Habits of Highly Effective Management Students: Reminiscing SDMIMD India***

**Highlights of an interactive webinar with Year 1 PGDM Students  
hosted by SDMIMD, Mysore, India on Friday 16 July 2021**

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# Abstract

Some recent global developments such as the Covid-19 pandemic, climate change, trade wars, digital revolution, space economics, and heightened cybersecurity/warfare risks have raised the need to examine how today's new intakes into Business Schools should approach their learning in the 'new' or unfolding world of business. Leveraging his decades of management education and professional experience and his recent (2019-2021) review of several related issues raised in leading articles of the *Harvard Business Review*, *The Economist*, and *Foreign Affairs*, as well as Stephen R Covey (2013)'s book, *The 7 Habits of Highly Effective People*, among other published materials, the speaker argued for the development of a new kind of business and management students called HEMS – Highly Effective Management Students. HEMS seek to maximise their management education by having a purpose-driven, life-long learning approach, developing a sense of vision, mission, credos, and the sought-after transferable skills and professional values. Based on his reminiscences of the extraordinary research and teaching quality available at the SDMIMD Mysore, India, the speaker argues that there is every likelihood that the new students would find SDMIMD to be 'a great place to be'. Beyond understanding the basic concepts and issues embedded in the traditional B-School curriculum covering General Management, Systems, Operations, Finance, HR, and Marketing, the new students were urged to 'look beyond the diploma' and remain open to new thinking evolving from these so-called management 'specializations'. This broadmindedness typically prepares HEMS to seize upon every opportunity to make maximum impact on their society and globally, not only now during their management training but also far into their future organisations wherever they choose to work.

# Outline...

*SDMIMD...a great  
place to be!*

*HEMS & SDMIMD:  
The Big Picture –  
Beyond the Diploma!*

Begin with the  
End in Mind...

Reflections –  
Over to you!

# *SDMIMD – a great place to be!*



**Dubai - 2014**



**Mysore-2015a**



**Kolkata-2015b**



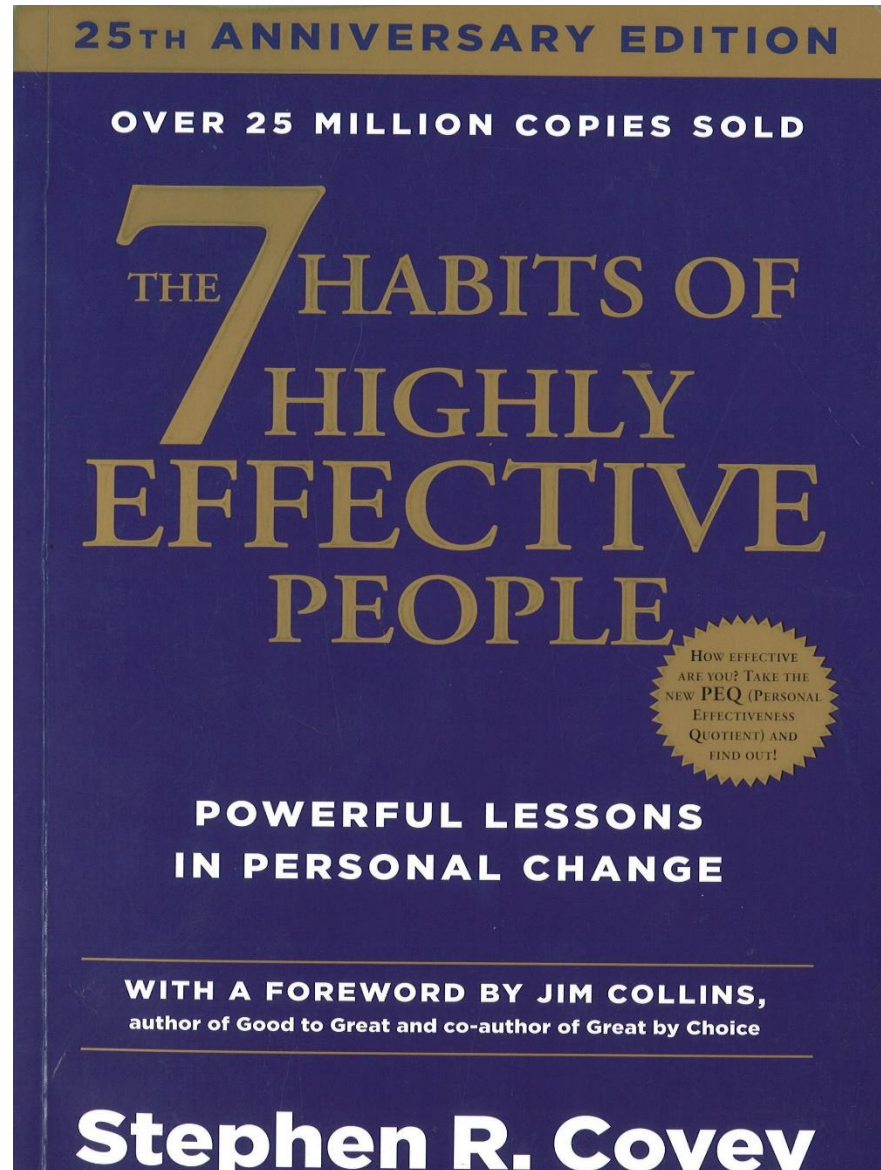


*SDMIMD – a great place to be!*

[stephen@muscatcollege.edu.om](mailto:stephen@muscatcollege.edu.om) [16 July 2021]  
On Highly Effective Management Students (HEMS)

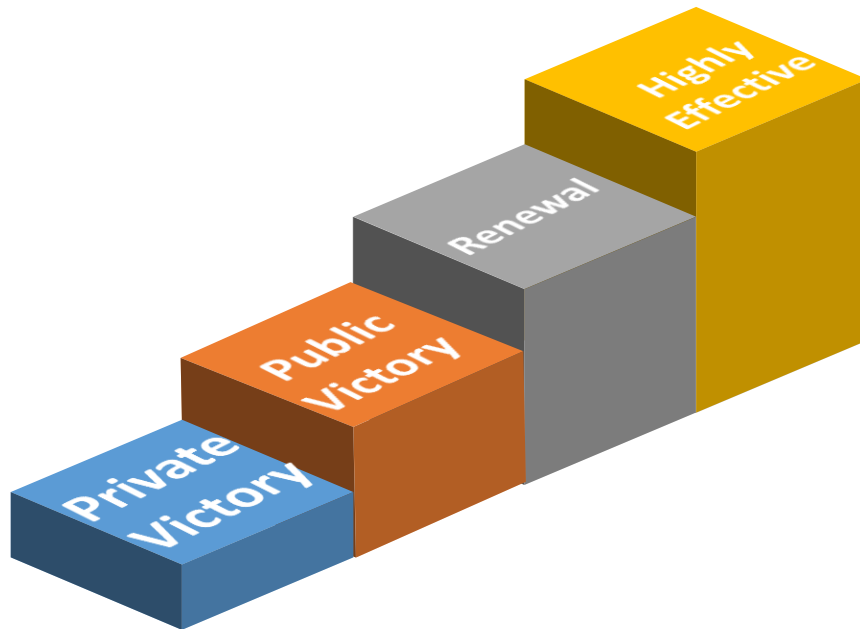


HEMS &  
SDMIMD –  
The Big  
Picture



# 7 Habits of Highly Effective People

Stephen R Covey (2013)



## Highly Effective People

- Making a difference...always service-oriented
- Effective, values-based people, life-changing impact
- Being a lovely human being, life-long self-improvement

## Renewal Principles

- Balanced Self-Renewal

## Public Victory Principles

- Interpersonal Relationship
- Empathic Commitment
- Creative Cooperation

## Private Victory Principles

- Personal Vision
- Personal Leadership
- Personal Management

## HEMS & SDMIMD – The Big Picture

# Highly Effective Management Students – Beyond the Diploma!

### International Recognition

Attitudes, Aspirations, Character  
Global relevance

**Vision**

### Ethics and Values

Honesty and Integrity  
Enjoyable Learning & Hard work  
Passion & Commitment

**Credos**

### Determination

Motivation, Energy, Commitment & Reliability  
Pride, Integrity, Productivity, Systems & Procedures

**Professional  
Values**

**Mission**

### Excellence

Social Responsibility – Value Creation  
Advanced Management Thinking  
Creative Tenacity & The Best of Indian Wisdom

**Transferable  
Skills**

### Communication

Technical, Analytical Thinking  
Multitasking, Teamwork, Creativity, & Leadership



# *Begin with the End in Mind...*

## *Between 'specialists' and 'generalists'...*

Finance

HR

Marketing

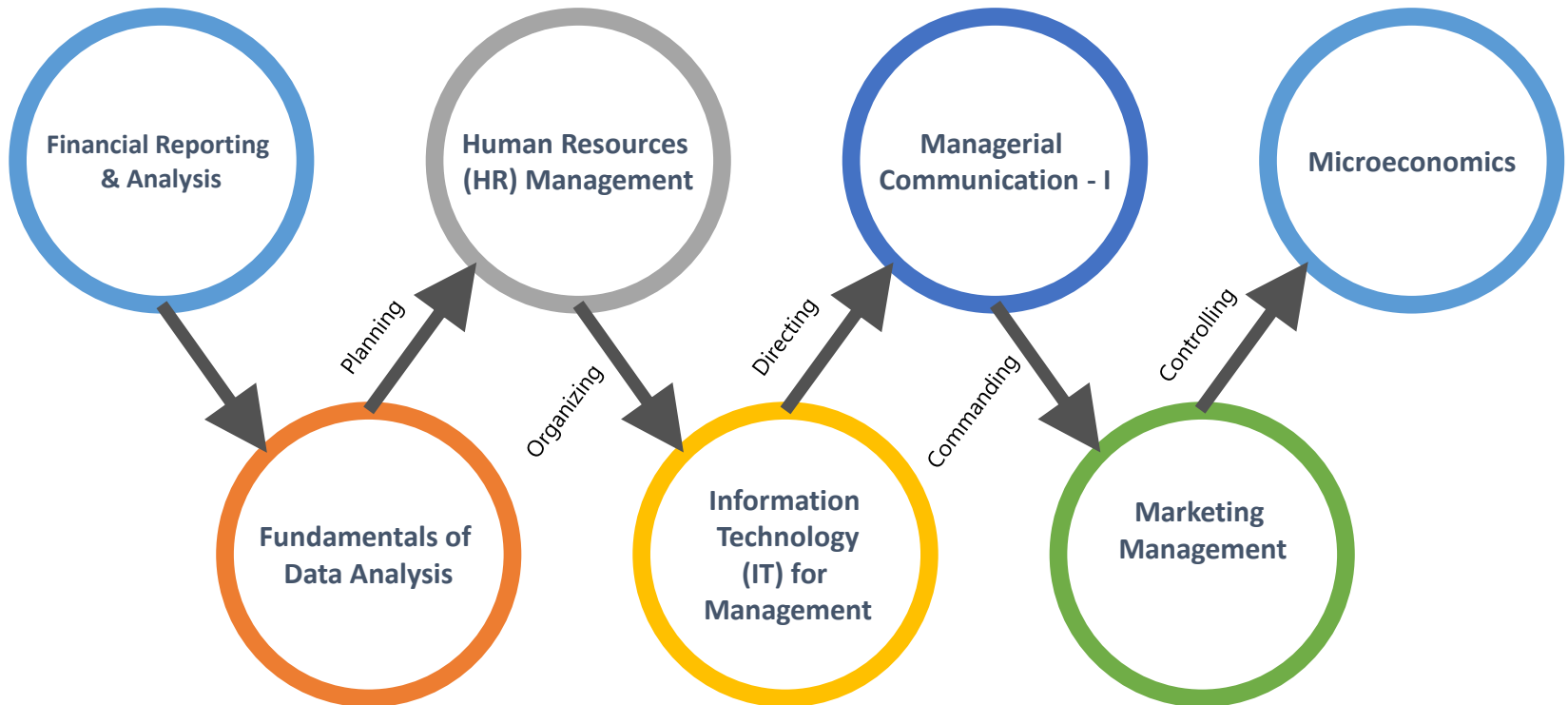
Systems

Operations

General Management

# *Begin with the End in Mind.../2*

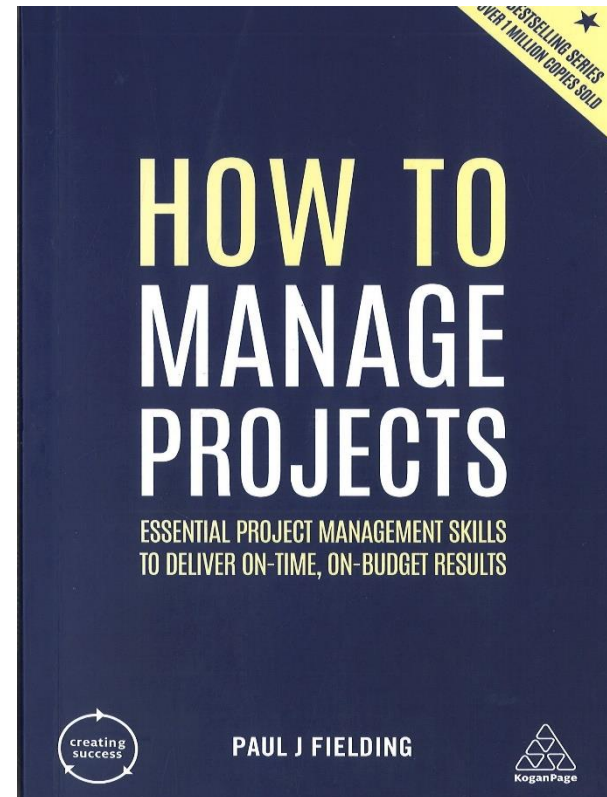
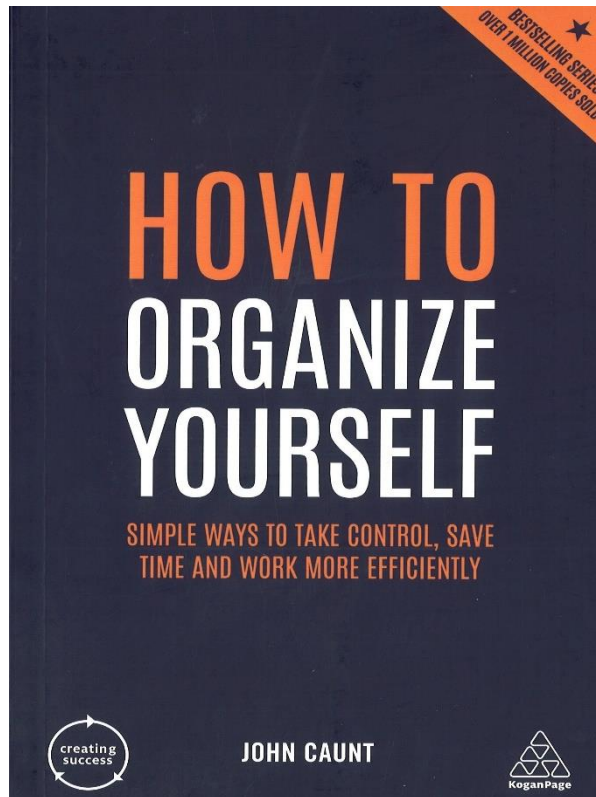
*SDMIMD - Term 1 Batch 2021-23*



# *General Management...*

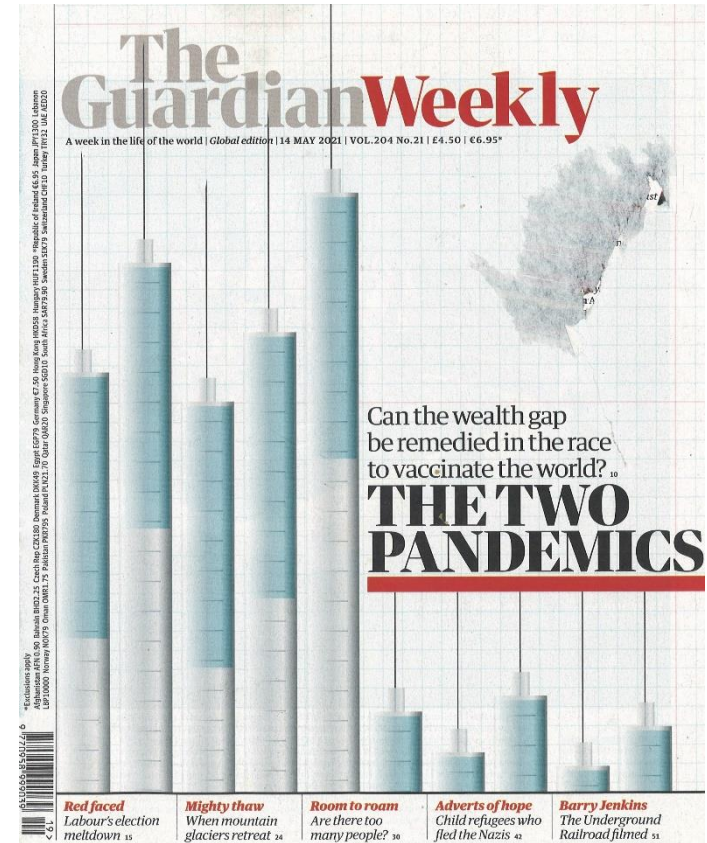
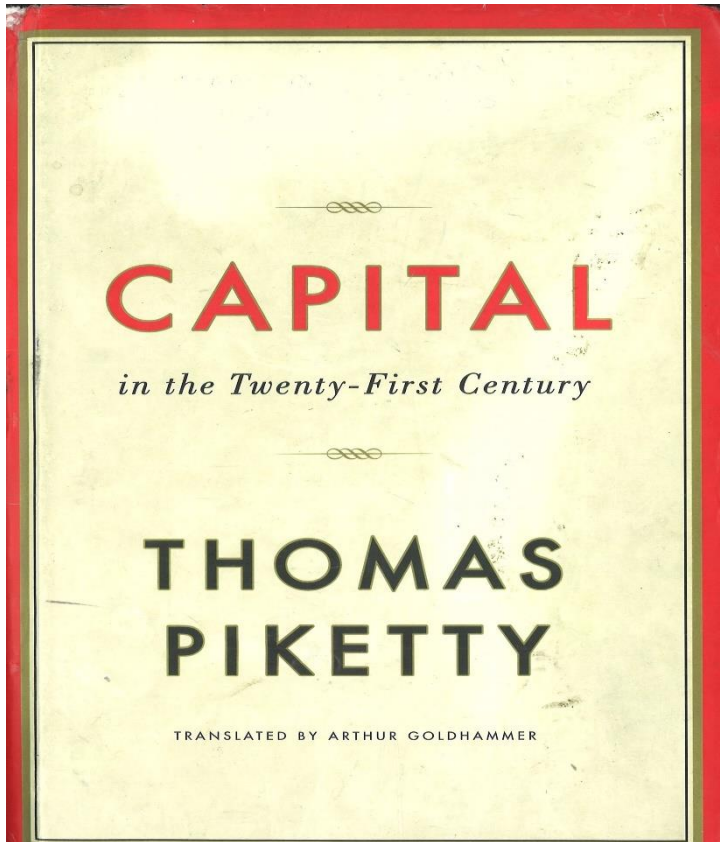
## *Personal Effectiveness Vs Project Management*

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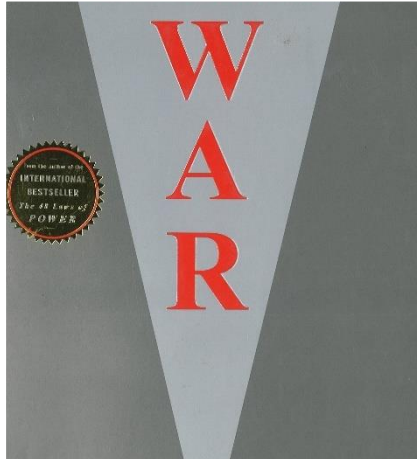
# General Management.../2

## *Between the wealth of nations and the health of nations...*

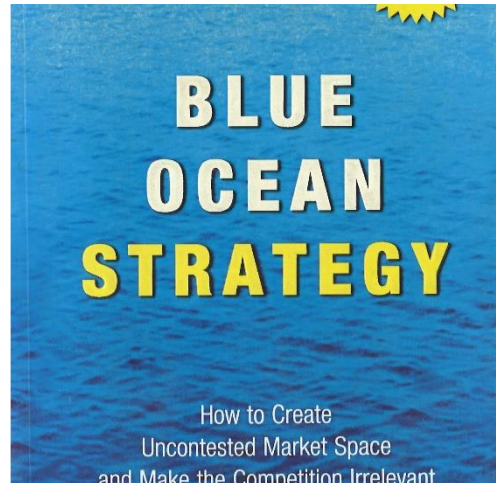


# *General Management .../3*

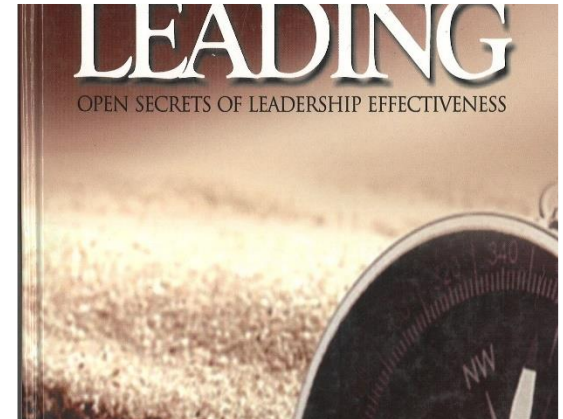
## *Strategy & Leadership Development*



**Green (2006)**



**Kim & Mauborgne (2005 & 2020)**

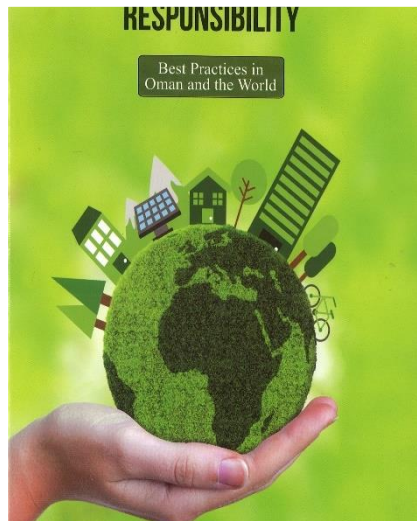


**Utomi (2015)**

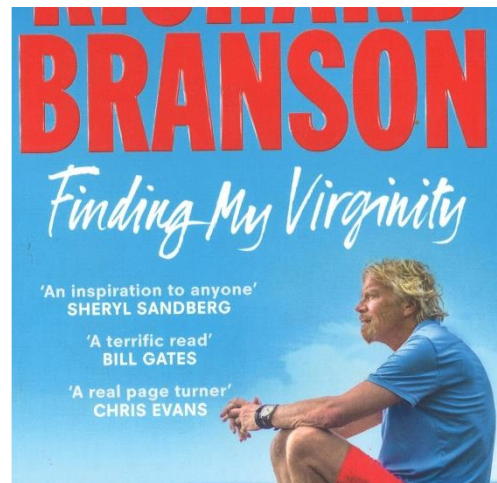


# *General Management .../4*

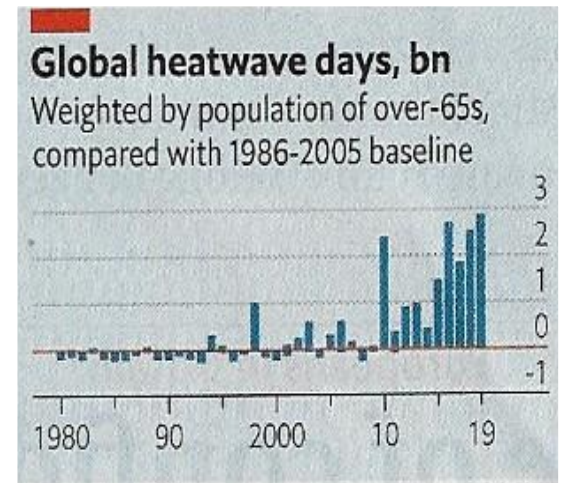
## *CSR, Space Economics & Climate Change*



**Al-Salmi (2018)**



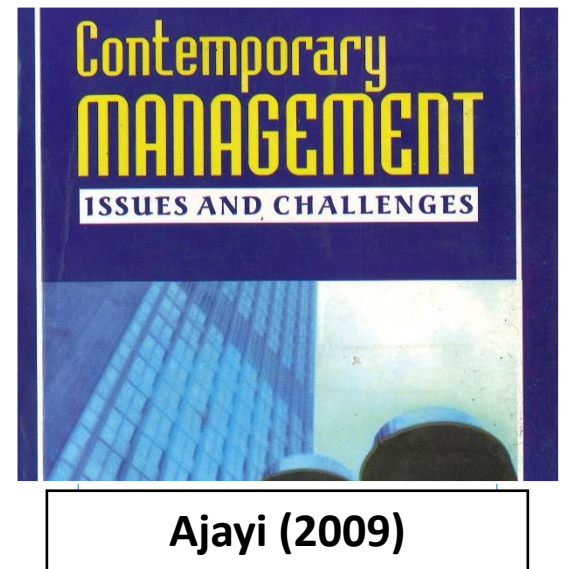
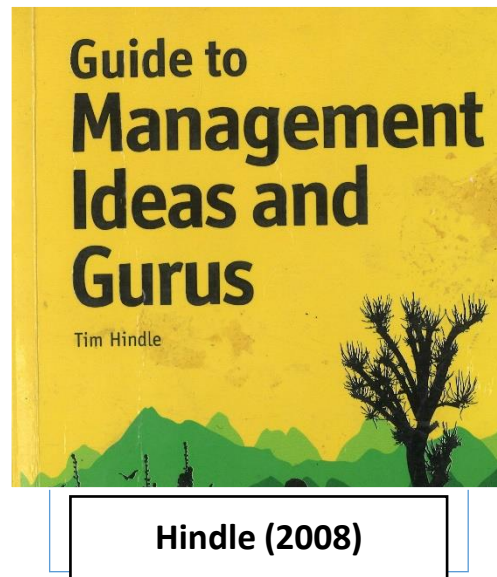
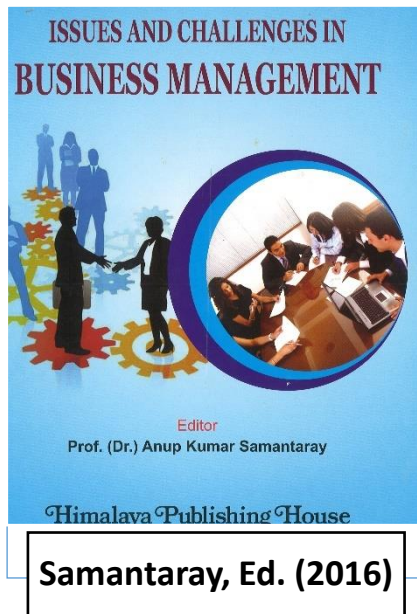
**Branson (2017)**



**The Economist July 3<sup>rd</sup> 2021, p. 13**

# *General Management .../5*

## *– Multifarious issues*



# Harvard Business Review

**42 THE HIGH PRICE OF  
EFFICIENCY** by Roger L. Martin

**80 WHAT DOES YOUR  
CORPORATE BRAND STAND FOR?**  
by Stephen A. Greyser and Mats Urde

**140 WHY YOUR MEETINGS STINK, AND  
HOW TO FIX THEM** by Steven G. Rogelberg



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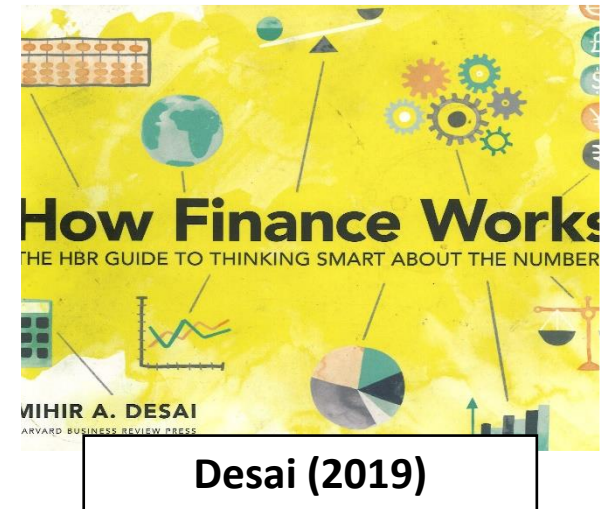
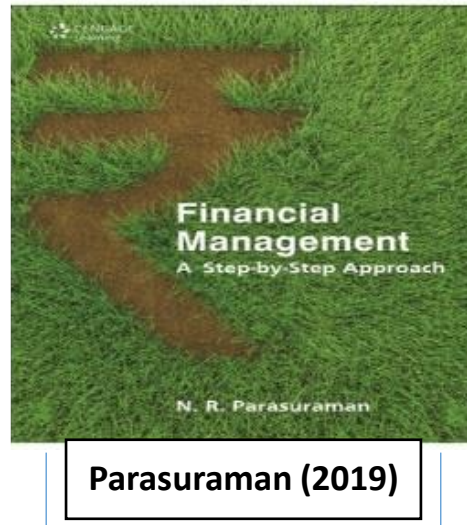
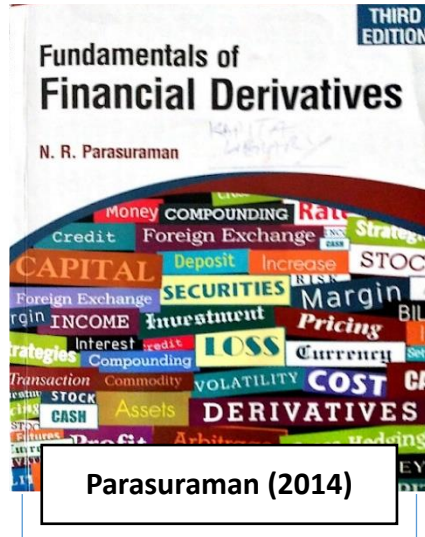


**THE HARD  
TRUTH ABOUT  
INNOVATION**  
It's One Part **Creativity**,  
One Part **Discipline**.

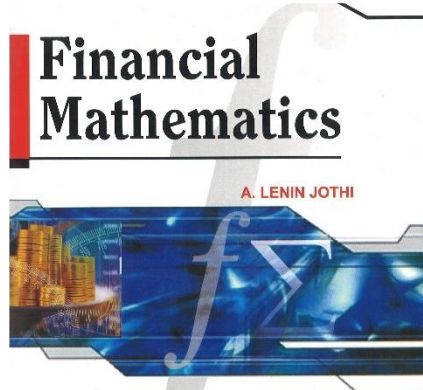
62



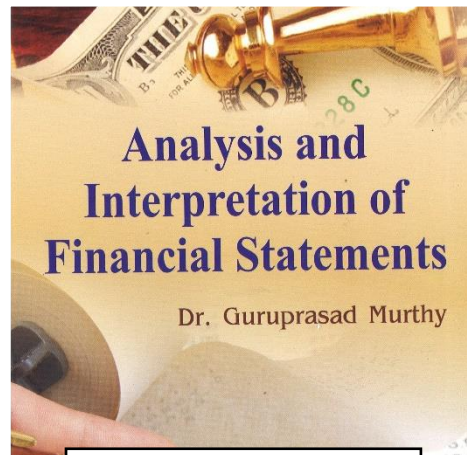
# *Finance – some emerging aspects...*



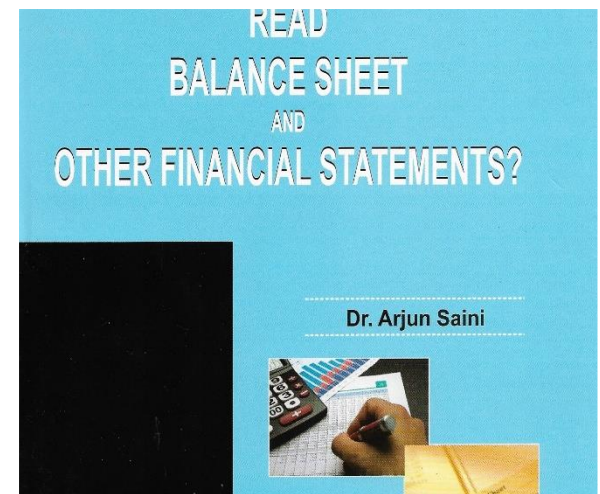
# *Finance – some emerging aspects.../2*



**Jothi (2019)**



**Murthy (2014)**

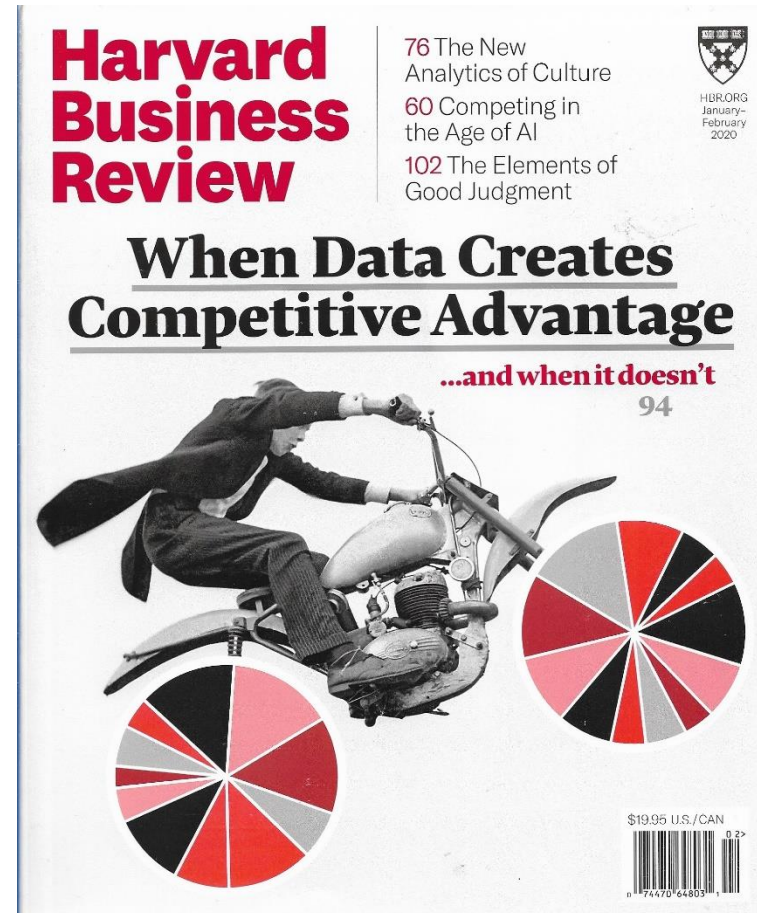


**Saini (2013)**



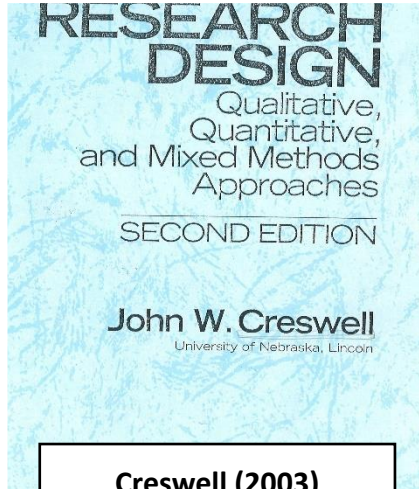
# *Operations / Data Analytics / Systems*

## *– some emerging issues...*

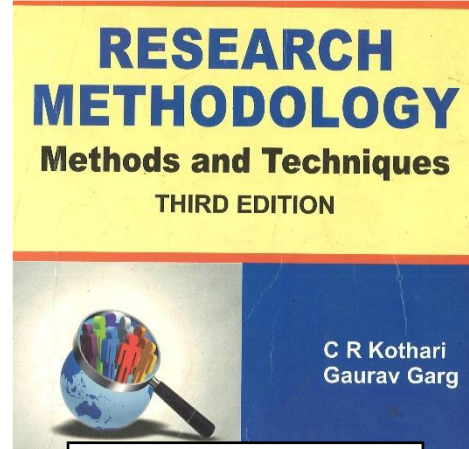


# *Operations / Data Analytics / IT*

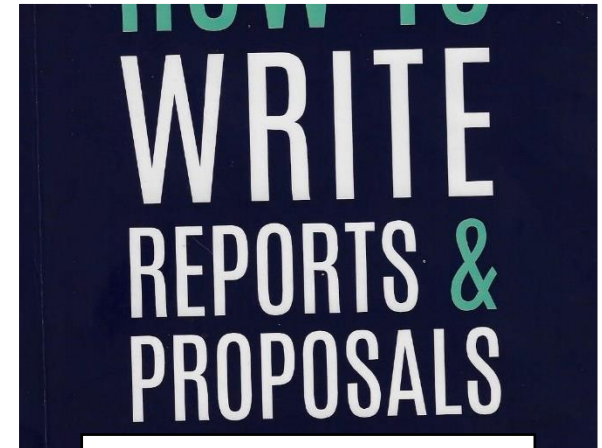
## *– some emerging aspects.../2*



Creswell (2003)



Kothari & Garg (2014)



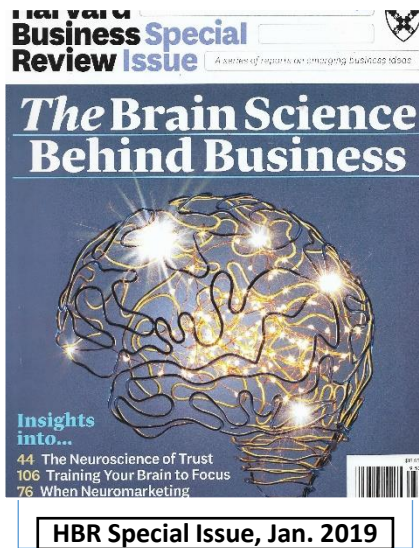
Forsyth (2019)

# *HRM... some emerging issues...*





# *HRM... some emerging issues.../2*

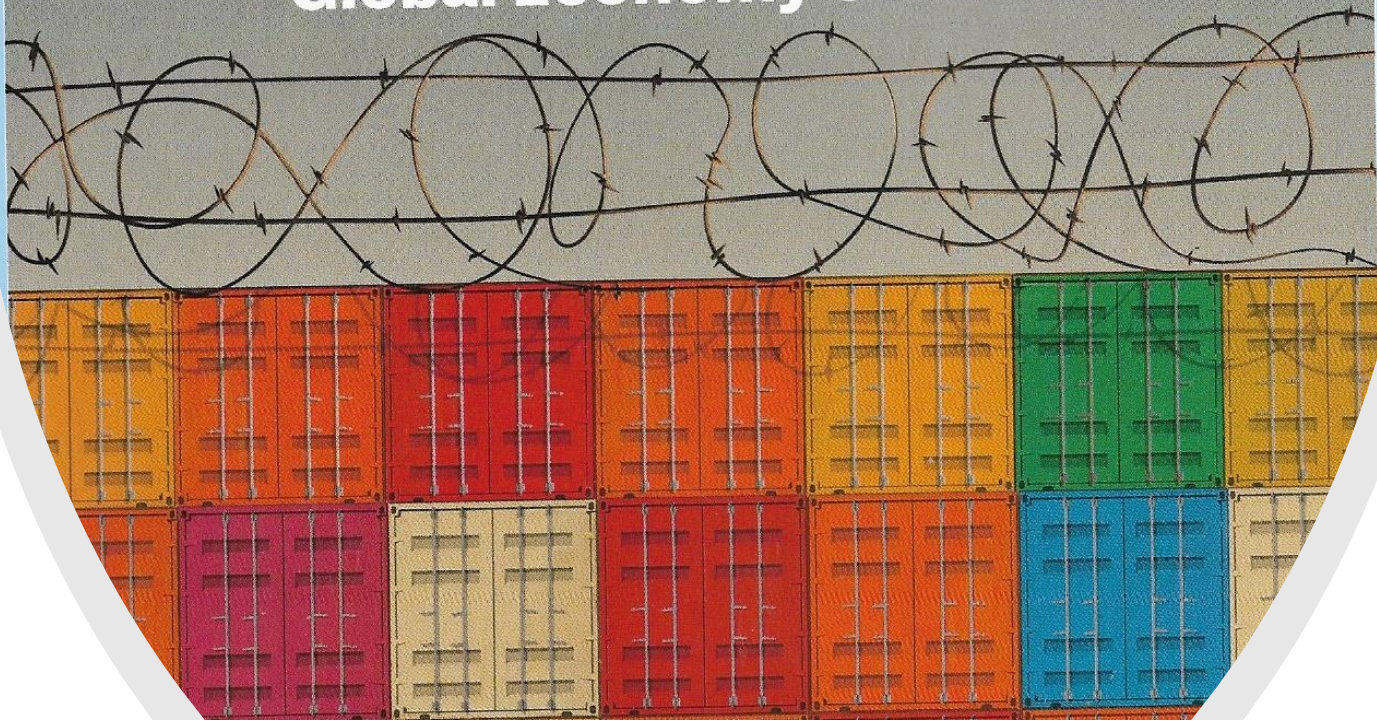




# FOREIGN AFFAIRS

## Trade Wars

The Fight Over the  
Global Economy's Future





# *Final thoughts...*

## *HEMS: Vision, Skills, & Values*

*SDMIMD...a great  
place to be!*

*HEMS & SDMIMD:  
The Big Picture –  
Beyond the Diploma!*

Begin with the  
End in Mind...



*Credit: web.undp.org*

*Reflections – Now, over to you!*

# Endnotes & References

- \*References have been made to various books and business journal articles, notably, *Harvard Business Review*, *The Economist*, and *Foreign Affairs*, with visualization of their respective cover pages in this presentation solely for higher educational purpose. The presenter confirms that he has no personal interest with regards to the books and journal articles that he has reviewed during this presentation. All the cited books, journal, articles, authors and publishers are highly appreciated and thankfully acknowledged.
- CNN: CEOs made 299 times more than their average workers last year. <https://www.cnn.com/2021/07/14/investing/ceo-employee-aff-cio-report/index.html> [Accessed: 14 July 2021].
- Covey, S. R. (2013). *The 7 habits of highly effective people: Powerful lessons in personal change*. Simon & Schuster UK Ltd.
- *Foreign Affairs*, May June 2021 Trade wars: The fight over the future of global economy's future.
- SDMIMD: <https://www.sdmimd.ac.in/pgdm-Curriculum> [13 July 2021]
- Watties, J. (2021, 10 July) Everything you need to know about Richard Branson going to space this weekend <https://edition.cnn.com/2021/07/09/tech/richard-branson-virgin-galactic-space-flight-walkup-scn/index.html> [10 July 2021]
- Yate, M. J. (2021). *Great answers to tough interview questions*. Kogan Page Limited



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