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Missing Engines of Management Education

Dr Prasad Sundararajan, S Shivamayi

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From ‘RETHINKING’ to ‘REDOING’ This book is a SEQUEL to ‘Rethinking the MBA: Business Education at a Crossroads’, authored by Srikant M. Datar, David A. Garvin, and Patrick G. Cullen, published in 2010 by Harvard Business Press. Declaring business education at a ‘crossroads’, the HBS teachers-researchers have proposed ‘rethinking’ the MBA. Hopefully, the purpose of such a ‘rethinking’ might envisage certain possible-probable “redoing” to drive business education out of the crossroads. If so, if the students are trained to practice at least 30 percent of the concepts-ideas-methods contained in this book, definitely they will imbibe certain extraordinary “knowing” that empower their driving of whatever “knowing”, “doing”, and “being” envisioned for them. If, if at all, the business schools and management institutes are genuinely concerned, beyond ‘trade-mentality’, in ‘rebalancing’ the “knowing” and “doing” and “being” of the MBA students, they may consider the “doing” of training the students in the “doing” of emancipating their ‘engines’. • The engine of language: sensitizing the students about the ‘statistical nature’ of language, to rediscover their language, to see the ‘intentionality’ of concepts, ideas, theories, etc. • The engines-of-intellect: training the students in using the framework of ‘Variant-Invariant-Linkage-Network-Orbit-Setting’ for the “doing” of seeing the referents and referred-to-realities of concepts, ideas, theories, and perspectives; people, entities, things, and phenomena. • The engines of ‘Double-Creature-Person’: to develop an original self-view, world-view, and existence-view. Of course, all of these are almost entirely new and perhaps, original ideas. As usual, new ideas are vulnerable to rejection, especially by the significant ruling powers. Yet, they are published due to the inspiration from the book 'Rethinking MBA'; though they have been verified and found significantly effective with several groups of trainees, students of disciplines including several batches from management, and samples of executives, and managers at all levels. Perhaps, there could be the linkage-network-orbits of destiny too.

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