

Professional Certification Programme in Business Management



A joint collaboration of
ASCI and FICCI

Programme Objective:

The programme objectives are to:

- ▶ Develop understanding of the functional areas of Management
- ▶ Expose the participants to the modern tools of management
- ▶ Enable the participants to learn new IT tools of management and develop expertise in them
- ▶ Develop skills and attitudes for taking up managerial roles and responsibilities in an effective way.

Target Audience

- ▶ Junior and mid-level working professionals working in industry
- ▶ Fresh Graduates

Eligibility

Bachelor's Degree in Engineering/Science/Commerce/Management from recognized Universities. Final year students can also apply.

Unique features of the course

- Curriculum is developed with industry inputs
- Blend of academic and industry inputs
- Weekend programme. Participants do not have to take break from work
- Programme in line with leading certifications

Programme at a Glance

Tenure of the Programme	6 Months
Online Classroom Teaching Hours	200 hrs
Core Modules (10 hours per paper)	<ol style="list-style-type: none"> 1. Principles of Managements and Organization Behavior 2. Business Economics and Indian Economics 3. Business Communication 4. Quantitative Methods and Information Technology Tools for Decision Making 5. Managerial Accounting and Cost Management
Functional Modules (30 hours per paper)	<ol style="list-style-type: none"> 6. Human Resource Management 7. Marketing Management 8. Financial Management 9. Production and Operation Management 10. Management Information System and Business Analytics



Programme at a Glance

Functional Modules	Course Objectives
Marketing Management	Marketing Management will help the students to gain understanding of key marketing concepts, situation analysis, market analysis, customer analysis and understanding marketing strategies like segmentation, targeting and positioning
Financial Management	This paper will familiarize the students with the basic concepts of financial management and also demonstrate the overall role and importance of the financial management in business decision making
Human Resource Management (HRM)	This module is an introduction to Human Resource Management. HRM involves all management decisions and actions that affect the nature of the relationship between the organization and its employees.
Management Information System (MIS) and Business Analytics	MIS will help the students to understand different facets and concepts of information and the value of information for management and for decision-making. The paper will also cover the different concepts related to information and its value in the business context. The second part of the paper cover business analytics and the use of several predictive analytical tools to help in decision making.
Production and Operation Management (POM)	Production and Operations Management (POM) intends to familiarize students to various aspects of Operations Management with a view to enhance efficient and cost effective production and service operations.

Pedagogy

- ▶ Online Classroom lectures
- ▶ Mini projects
- ▶ Case studies

Course Fees

► **INR 98,000+GST**

Bank details are given below:

For Indian Participants :

Bank Account Number	62090698675
Beneficiary Name	Administrative Staff College of India
IFSC Code	SBIN0020063
Bank Name	State Bank of India
Branch Address	Bellavista Branch, Raj Bhavan Road, Somajiguda, Hyderabad - 500 082

For Foreign Participants:

Bank Account Number	62090698960
Beneficiary Name	Administrative Staff College of India
Swift Code	SBININBB327
Bank Name	State Bank of India
Branch Address	Bellavista Branch, Rajbhavan Road, Somajiguda, Hyderabad - 500 082.
Nostro Account (Optional)	6550992180

Joint Certification by ASCI and FICCI

Candidates who will clear the evaluation will receive a Completion Certificate

Programme Directors

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For further details contact:

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