

Programme on Developing Performance through Strategic Initiatives (July 24 – 26, 2017)

PROGRAMME PERSPECTIVE

Several firms are successful in their respective markets with their current products and service offerings. However, many of them have only a limited understanding of the reasons behind success. In a volatile, uncertain and complex business environment, firms may not be able to replicate or sustain their success story. As innovative, upstart companies transform industries, many leading firms of just a few years ago have become laggards. A firm will have sustained competitive advantage only when its executives have deep understanding of the dynamic interplay of core competence, environmental factors and strategic choices that drive organizational performance. This program presents a framework for analyzing the firm's basis of competitive advantage and environmental factors influencing firm's strategic choices. Subsequently, it guides participants to consider the implications of different sources of competitive advantage in shaping strategic initiatives for the firm.

PROGRAMME OBJECTIVE

- Improve core analytical skills required for approaching business challenges holistically and making better executive decisions
- Enhance understanding of the critical interface between external strategic factors, internal organizational capabilities, and execution issues
- Apply design thinking principles to solve business problems—learn effective ways of designing teams, business operations, change management initiatives, and organizational structures and culture

CONTENTS

- Structural Analysis of industries
- Situational Analysis Techniques
- Position Action Evaluation
- Structured Problem Solving & Decision Making
- Developing Competitive Advantage
- Achieving Operational Excellence
- Leading & Managing Change
- Effective execution skills

PEDAGOGY

The program will use a learner-centric approach and a rich blend of multiple experiential processes such as group discussion, case method, exercises and lectures. The participants will get opportunities to analyze specific business situations and develop appropriate strategies.

PARTICIPANT PROFILE

Mid- to senior-level executives with at least 10 years of work experience, and a minimum of 3 to 5 years of management experience—from companies of any size, any industry, and any country can join this program.

VENUE

The Programme is fully residential and the participants will be accommodated in air-conditioned single rooms. However, the College does not provide accommodation for the family. Transport between Airport /Railway Station and venue will be arranged by the College. The College is WiFi enabled in a comprehensive way.

DURATION

The Programme is from July 24 – 26, 2017. The participants are expected to arrive a day before and may leave after the completion of the programme.

PROGRAMME FEE

Rs. 34,000/- (US \$1495 if foreign) plus 18% Service Tax per participant will be charged to cover tuition, board and lodging, courseware (in electronic form) and other facilities of the College including internet usage.

Rs. 28,000/- plus 18% Service Tax will be charged per Indian participant (not availing hostel accommodation) to cover tuition, course ware (in electronic form) working lunch and other facilities of the College including internet usage.

A discount of 10% on the Programme fee for three or more participants from the same organisation will be given, provided the payment is made in to our Bank account before July 21, 2017. Bank details are given below.

For Foreign Participants:

Receiver's Correspondent Bank	Bank of America, New York (SWIFT: BOFAUS3N) Via Chips ABA 0959 for Account UID 002473 Via Fedwire 026009593
For Credit of	State Bank of India, Treasury Department, Mumbai, India, SWIFT BIC – SBININBBH04 Nostro A/c No.6550992180.
Ultimate Beneficiary	ADMINISTRATIVE STAFF COLLEGE OF INDIA, Account No.62090698960, State Bank of India, Bellavista Branch, Raj Bhavan Road, Somajiguda, Hyderabad - 500082

For Indian Participants :

Bank Name	State Bank of India
Address line 1	6-3-1092, 1st Floor, 'A' - Block Shanti Sikhara Complex, Somajiguda
Address line 2	Bellavista Branch, Rajbhavan Road
Address line 3	Hyderabad – 500 082
Beneficiary Account Name	Administrative Staff College of India
Savings Bank Account Number	62090698675
Bank MICR No	500002306
NEFT IFSC Code	SBIN0020063

Organisational sponsorship is essential

Note: Details of Bank / Wire transfer may be sent to fo@asci.org.in for confirmation.

MEDICAL INSURANCE

The nominees are requested to carry with them the proof of Medical Insurance. The sponsoring agency is required to endorse the nominee's medical coverage in the event of hospitalization.

LAST DATE FOR WITHDRAWAL

July 21, 2017. Any withdrawals after this date will entail forfeiture of fee paid, if any.

ASCI ALUMNI ASSOCIATION

Participants of the college programmes will automatically become members of the ASCI alumni association.

CERTIFICATE OF PARTICIPATION

The college issues a Certificate of Participation on conclusion of the programme.

Programme Director

Dr. J. K. Mohapatra

e-mail: jkmohapatra@asci.org.in



ADMINISTRATIVE STAFF COLLEGE OF INIDA
Bella Vista, Raj Bhavan Road, Hyderabad - 500 082.

Nomination Form
Programme on
Developing Performance through Strategic Initiatives
(July 24 – 26, 2017)

Nominee's Contact Information

Name (Mr/Ms) : _____ Date of Birth _____
Designation : _____ Qualification : _____
Organisation : _____
Address : _____
Phone(s) : Office: _____ Mobile: _____ Home: _____
e-mail : _____ Fax : _____

Sponsors Details

Name of the Sponsoring Authority _____ Designation _____
Organisation : _____
Address : _____
_____ Pincode _____
Phone(s) : Office: _____ Mobile: _____
e-mail : _____ Fax : _____

Fee particulars

Amount Payable:	Mode of Payment (DD/Ch/NEFT) :
Name of the Bank :	Date of Instrument/Transfer :
Instrument Number:	UTR Number for NEFT

Medical Insurance

Name of the Insurance Agency	Policy Number	Validity upto
Note : Coverage should be available in Hyderabad, India		

Signature of the Sponsoring Authority :

NOTE : Forward nomination form to : **Ms. V. Naga Swapna, Programmes Officer**, Administrative Staff College of India, Bella Vista, Hyderabad-500 082. Phone : 0091-40-66534247, 66533000, Mobile: 9246203535, Telefax: 0091-040-23324365, Fax : 0091-40-66534356, e-mail: poffice@asci.org.in