

Programme on
Finance for Non-Finance Executives
December 10 - 12, 2018



INTRODUCTION

As executives climb the corporate ladder, there is an increasing need to develop an understanding of the numbers that drive managerial decisions. This programme has been designed to address this need by covering the core concepts of accounting and finance in a simple and easy-to-understand manner. The focus will be demonstrating the applicability of these concepts in actual business situations. The programme provides a detailed coverage of the use of financial information in evaluating the impact of managerial decisions. The concept of shareholder value creation and its determinants will also be covered. The emphasis will be on making the contents relevant to the participants' own business by using case studies based on real life situations.

PROGRAMME OBJECTIVES

1. More effective communication with the finance executives by understanding the terminology of finance
2. Evaluate impact of managerial decisions using financial statements
3. Interpret and analyse financial information for more effective decision making

PROGRAMME OUTLINE

- Understanding the numbers that drive managerial decisions
- Evaluation of Financial Performance
- Product/Service Profitability Analysis
- Cost of Capital Management
- Working Capital Policy Decisions
- Shareholder Value Creation
- Investment Analysis

The programme will be delivered through a well-structured schedule with the academic content being followed by case studies to demonstrate the real life applicability of the concepts. The participants will be encouraged to analyse and discuss case studies in group discussions. The programme methods include a simulation exercise on managerial decision-making that is thought provoking and will contribute significantly to the overall learning experience.

PARTICIPANTS' PROFILE

This programme is designed for senior executives from HR, technical, operations, marketing or general management background and need to enhance their understanding of finance. It is particularly applicable for those executives who are involved in making decisions using financial information and taking forward performance improvement initiatives.

Organisational sponsorship is essential

VENUE

The Programme is fully residential and the participants will be accommodated in air-conditioned single occupancy rooms. Transport between Airport / Railway Station pickup and drop will be arranged by the College. The college is Wi-Fi enabled in a comprehensive way.

DURATION

The Programme duration is from **December 10 - 12, 2018**. The participants are expected to arrive a day before the commencement of the programme and can leave after the conclusion of the programme.

PROGRAMME FEE

Residential Fee: Rs. 34,000/- (US \$ 690 for foreigners) plus GST as applicable, presently 18% per participant. The fee covers tuition, board and lodging, courseware (in electronic form) and other facilities of the College including internet usage.

Non-Residential Fee: Rs. 28,000/- plus GST as applicable, presently 18% per participant. The fee covers 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 credited into our Bank account before **December 7, 2018**.

Note: Kindly forward us the details of Bank/Wire transfer of fee payment indicating the Programme Code (Prg/18-19/1/61) to e-mail: income@asci.org.in for confirmation.

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	SBININBBH04
Bank Name	State Bank of India
Branch Address	Bellavista Branch, Rajbhavan Road, Somajiguda, Hyderabad - 500 082.
Nostro Account (Optional)	6550992180

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 NOMINATION

Please use the prescribed/attached form. Last date for receiving nomination form is **December 3, 2018**. Kindly contact Programmes Officer for further details (contact details are given at the end of the nomination form).

LAST DATE FOR WITHDRAWAL

December 4, 2018. 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
Prof. MUBEEN RAFAT
E-mail: mubeen@asci.org.in

Profile of Programme Director

Prof Mubeen Rafat is Director, Centre for Economics and Finance, at Administrative Staff College of India. She serves as an independent director on the Board of VST Industries Ltd. She is also a visiting faculty at Indian School of Business and Reserve Bank of India Staff Training College.

She did her Master's in Management Studies from Jamnalal Bajaj Institute, Mumbai University, with a specialization in Finance. She has demonstrated expertise in the design and conduct of in-company customized training programmes on Finance. Some of the corporate clients for whom she has conducted such programmes are - Larsen & Toubro, TCS, Crompton Greaves, Cairn Energy, ITC- Bhadrachalam, Indus Towers, ACC, Atul, LG Electronics India, SAIL, HPCL, Oil & Natural Gas Corporation & NTPC.

She has undertaken a prestigious assignment for the Govt of Orissa on "Assessment of Corporate Governance Practices in State Level Enterprises". She has conducted seminars and research studies on corporate governance in SMEs and State level enterprises for the National Foundation for Corporate Governance. She has published several articles in the areas of capital market and the financial services industry in India.

ASCI MANAGEMENT DEVELOPMENT PROGRAMMES FOR 2018-19

MANAGEMENT DEVELOPMENT PROGRAMMES

Advanced Management Program (Study Tour) 30-Jul-18 10-Aug-18

Program for Young Managers 9-Sep-18 23-Sep-18

MDP for Women Executives 26-Nov-18 30-Nov-18

General Management Program for Senior Executives – 03-Dec-18 07-Dec-18

Session – January Session 07-Jan-19 01-Feb-19

BUSINESS COMMUNICATION

Individual Excellence for Organizational Effectiveness 26-Nov-18 30-Nov-18

Leadership Skills Development 17-Dec-18 21-Dec-18

Communication Skills for Managers 21-Jan-19 25-Jan-19

Managing Creativity & Innovation 04-Mar-19 06-Mar-19

ECONOMICS

Financial Systems, Management and Accountability in Government 26-Nov-18 30-Nov-18

Creating Development Roadmap for India through Sustainable 05-Sep-18 07-Sep-18

Development Goals: Vision 2030

ENERGY

Regulating Electricity Tariffs and Related Issues 17-Sep-18 21-Sep-18

Renewable Energy Regulation 21-Jan-19 23-Jan-19

Smart Grid Technology and its Application in Power Sector 10-Dec-18 12-Dec-18

ENVIRONMENT

SDGs and Climate change: Opportunities and challenges of 03-Dec-18 05-Dec-18

adaptation and mitigation 04-Feb-19 06-Feb-19

Climate Change Adaptation and Disaster Risk Reduction

FINANCE

Finance for Non-Finance Executives 10-Dec-18 12-Dec-18

Infrastructure Financing 19-Nov-18 23-Nov-18

Entreprise Risk Management 04-Feb-19 07-Feb-19

Strategies for Cost Leadership 23-Jan-19 25-Jan-19

Advanced Financial Management 11-Feb-19 13-Feb-19

HEALTH CARE MANAGEMENT

Certificate Course in Health Care Quality 28-Nov-18 30-Nov-18

HUMAN RESOURCES DEVELOPMENT

Best Practices and Innovation in Health Care Delivery 14-Nov-18 16-Nov-18

Ensuring Health Care Quality: Risk Management and Innovation 16-Jan-19 18-Jan-19

Program for Enhancing Skills of Young Women Professionals 24-Sep-18 28-Sep-18

Programme on Conflict Management and Negotiation Skills 10-Dec-18 12-Dec-18

Programme on Building and Leading Effective Teams 04-Feb-19 08-Feb-19

Personal Effectiveness 17-Sep-18 19-Sep-18

Leading with Emotional Intelligence 22-Oct-18 26-Oct-18

Positive Organizational Behaviour 04-Feb-19 06-Feb-19

Decision Making for Effective Leadership 18-Feb-19 20-Feb-19

Team Dynamics: Activity Based Approach 10-Dec-18 14-Dec-18

HR Audit and Analytics 03-Sep-18 05-Sep-18

Effective Trade Union 05-Nov-18 09-Nov-18

Leadership Engagement and Development 10-Dec-18 14-Dec-18

Enhancing Interpersonal Effectiveness through Transactional Analysis 18-Feb-19 20-Feb-19

Strategic Human Resource Management with International Study Tour 11-Mar-19 23-Mar-19

INFORMATION TECHNOLOGY

E-learning and Digital Education 24-Sep-18 26-Sep-18

Strategic R& D Management 10-Dec-18 12-Dec-18

Leveraging Big Data and Analytics 19-Dec-18 21-Dec-18

INFRASTRUCTURE DEVELOPMENT

Urban Infrastructure Project Preparation and Management 27-Sep-18 29-Sep-18

Urban Infrastructure Project Preparation and Management 07-Feb-19 09-Feb-19

LAND ACQUISITION, RESETTLEMENT AND REHABILITATION

Effective Land Acquisition, Resettlement and Rehabilitation 24-Sep-18 28-Sep-18

Index-based Crop Insurance-Concepts, Design and Implementation 17-Dec-18 19-Dec-18

MARKETING

Customer Centric Brand Management 04-Oct-18 06-Oct-18

High Impact Sales Management 10-Dec-18 15-Dec-18

Creating Social Value Through Corporate Social Responsibility 14-Jan-19 16-Jan-19

OPERATIONS

Project and Contract Management 24-Sep-18 28-Sep-18

Procurement Procedures for World Bank Aided Projects 19-Nov-18 30-Nov-18

Materials and Supply Chain Management 03-Dec-18 07-Dec-18

Project and Contract Management 07-Jan-19 11-Jan-19

Procurement Procedures for World Bank Aided Projects 11-Feb-19 22-Feb-19

PUBLIC POLICY GOVERNANCE AND PERFORMANCE

SDGs and Good Governance 25-Mar-19 29-Mar-19

POVERTY STUDIES AND RURAL DEVELOPMENT

Capacity Building Program on Rural Industrial Development 07-Jan-19 11-Jan-19

and Entrepreneurship

STRATEGIC MANAGEMENT

Creating Progressive Boards 17-Sep-18 19-Sep-18

Driving performance through Transformational Leadership 18-Feb-19 22-Feb-19

URBAN GOVERNANCE

Change Management for Achieving Continuous Water Supply (24/7) 29-Nov-18 01-Dec-18

For All In Urban Areas 21-Jan-19 23-Jan-19

Faecal Sludge Septage Management

International Certification Programme – Change Management 21-Jun-18 23-Jun-18

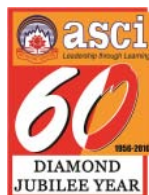
for Achieving Continuous Water supply for All in Urban Areas - 19-Sep-18 21-Sep-18

(India, Jerusalem and Tel Aviv, Israel)

Water Sanitation and Hygiene in Schools 28-Jun-18 30-Jun-18

Infrastructure Planning and Implementation for Smart Cities

Towards Zero Waste- Decentralised Solid Waste Management



Administrative Staff College of India

Bella Vista, Raj Bhavan Road, Khairatabad,

Hyderabad - 500 082, India.

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Phone : 0091-40-66534247, 66533000, Mobile: 9246203535

Fax : 0091-40-66534356, E-mail: poffice@asci.org.in

Delhi Campus

C-24, Institutional Area

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New Delhi - 110 016

Phone Nos: 011 - 26962204, 26961750, 26961850

Website : <http://www.asci.org.in>



ADMINISTRATIVE STAFF COLLEGE OF INDIA

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Prof. Mubeen Rafat, MMS (JBIMS)
Programme Director

September 7, 2018

Programme on Finance for Non-Finance Executives (December 10 - 12, 2018)

Dear Sir/Madam,

We are glad to announce our Programme on Finance for Non-Finance Executives, to be held on a residential basis, at Hyderabad.

This programme covers the concepts and terminology in Finance, with a focus on improving the communication between Finance & Non-Finance Executives. The objective of the programme is to enable the participants to use financial information for more effective decision-making. This programme will be particularly applicable to those organizations that are implementing business improvement initiatives, as the participants will develop insights to take these initiatives forward. The participant profile will be non-finance executives with backgrounds in the technical, HR, marketing and administration functions.

This programme brings together a class of carefully selected senior executives from a wide range of sponsoring organizations. It will be conducted in an atmosphere of total learning, away from the demands of daily business enabling the participants to leave with specific insights for more effective decision making. The teaching methods used will be power point presentations, case studies, simulation exercises and group discussions, which would stimulate and maintain a high level of intellectual involvement.

The brochure and nomination form are enclosed, photocopies of the nomination form can also be used.

The Nomination form, duly filled in, together with the programme fee should reach us by December 3, 2018. Please contact me or the Programmes Officer in case you need any further information. My e-mail address is mubeen@asci.org.in

Looking forward to your response,

Thanking you,

Yours sincerely,

Mubeen Rafat

Mubeen Rafat

Encl: Brochure and Nomination Form



ADMINISTRATIVE STAFF COLLEGE OF INDIA
Bella Vista, Raj Bhavan Road, Hyderabad - 500 082, India

**Nomination Form
Programme on
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(December 10 - 12, 2018)**

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 : _____	
GSTIN Number: _____	
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 and Official Seal of the Sponsoring Authority :

NOTE : Forward nomination form to : **Mr. G. Srinivas Yadav, Programmes Officer**, Administrative Staff College of India, Bella Vista, Hyderabad-500 082. Phone : 0091-40-66534247, 66533000, Mobile: 9246203535, Fax : 0091-40-66534356, e-mail: poffice@asci.org.in