



ADMINISTRATIVE STAFF COLLEGE OF INDIA

Bella Vista, Raj Bhavan Road, Hyderabad - 500 082, India

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Prof. Mubeen Rafat
Programme Director

October 30, 2017

Programme on
Strategies for Cost Leadership
(January 08 - 10, 2018)

Dear Sir/Madam,

ASCI is pleased to announce its programme on “Strategies for Cost Leadership” from January 08 - 10, 2018 at its Campus in Hyderabad.

This programme has been conceptualized to enable participants gain insights into developing competitive advantage through cost leadership. This programme is focused on providing the latest tools and techniques for evaluating product/service cost structures and implementing strategies for cost minimization. This programme draws on real-life case studies to demonstrate the ways in which business costs can be converted into value for the customer. The participants will leave with powerful ideas and suggestions for cost minimization in their respective organizations.

Please note that 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.

I am enclosing a brochure with the relevant programme details and a nomination form.

Looking forward to your response,

Thanking you,

Mubeen Rafat

Mubeen Rafat

Encl : Brochure & Nomination form



Administrative Staff College of India

Programme on
Strategies for Cost Leadership

January 08–10, 2018



INTRODUCTION

The intensification of competition has made it imperative for organizations to pursue strategies for cost leadership. Achieving cost leadership through cost minimization strategies can have a significant impact on the bottom line, by eliminating waste and making business processes more effective. This programme offers a unique approach to managing costs by improving visibility over cost structures and business processes. The objective of the programme is to enable the participants to develop cost leadership by studying best practice both nationally and internationally.

The programme provides the participants with valuable insights into the activity based analysis of the business processes. This will enable them to identify non value adding activities and redesign these processes for improved efficiency. The programme provides a comprehensive coverage of the implementation issues in developing strategies for cost minimisation. The programme demonstrates a broad range of examples from both manufacturing and service sectors. In this programme, participants develop a deeper understanding of a company's value chain and the link between the cost drivers and value creation.

PROGRAMME CONTENTS

- ◆ Developing strategies to achieve cost leadership.
- ◆ Tool Kit for cost minimization - Activity Based Costing, Target Costing, Bench marking

PROGRAMME OBJECTIVES

- ◆ To understand the significance of creating competitive advantage through cost leadership
- ◆ To develop skills in using tools like Activity Based Costing (ABC), Target Costing & Bench marking
- ◆ To provide a holistic framework to effectively manage costs across the value chain.

PROGRAMME METHODS

This intensive three-day session places an emphasis on application. The highly interactive learning environment consisting of lecture sessions, group discussions, and case studies, provides ample opportunities to learn from the peer group as well as faculty and industry experts.

KEY TAKEAWAYS

- ◆ Contribute to developing strategies for cost leadership
- ◆ Better understanding of the cost drivers across the value chain.

PARTICIPANT PROFILE

Senior executives in the finance and non-finance functions.

VENUE

The Programme is fully residential and the participants will be accommodated in air-conditioned single rooms. 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 duration is from **January 08 - 10, 2018**. The participants are expected to arrive a day before the commencement and may leave after the conclusion of the programme.

PROGRAMME FEE

Rs. 34,000/- (US\$1495 if foreign) plus GST 18% Service Tax per participant which covers tuition, board and lodging, courseware (in electronic form) and other facilities of the College including Internet usage.

Rs.28,000/- plus GST 18% for Indian participants (not availing hostel accommodation) will be charged 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 January 05, 2018. Bank details are given below.

For Foreign Participants:

Receiver's	Bank of America, New York (SWIFT: BOFAUS3N)
Correspondent Bank	Via Chips ABA 0959 for Account UID 002473 Via Fedwire 026009593
For Credit of	State Bank of India, Treasury Department, Mumbai, India, SWIFT BIC – SBININBBH04Nostr A/c No.6550992180.
Ultimate Beneficiary	Administrative Staff College of India, Account No.62090698960, State Bank of India, Bellavista Branch, Raj Bhavan Road, Hyderabad.

For Indian Participants :

Bank Name	State Bank of India
Address line 1	6-3-1092, 1st floor, A Block
Address line 2	Bella Vista Branch, Raj Bhavan Road
Address line 3	Hyderabad – 500 082

Beneficiary A/c Name	Administrative Staff College of India
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 NOMINATION

Please use the prescribed/attached form. Last date is December 26, 2017. Kindly contact Programmes Officer for further details (contact details are given at the end of the nomination form).

LAST DATE FOR WITHDRAWAL

January 02, 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

ASCI Management Development Programs for 2017-18

MANAGEMENT DEVELOPMENT PROGRAMMES

General Management Programme for Senior Executives (GEC) -130
ASCI/NCR Joint Certification Courses on Improved Management of
Land Acquisition, Resettlement & Rehabilitation (LARR)

08/Jun/2018 02/Feb/2018
29/Jun/2018 09/Feb/2018

Strategic Human Resource Management
Managing Creativity & Innovation

26/Feb/2018 02/Mar/2018
05/Mar/2018 07/Mar/2018

INFORMATION TECHNOLOGY

Leveraging Big Data and Analytics
IT Enabled Knowledge Management
e-Learning and Digital Education

20/Dec/2017 22/Dec/2017
29/Jun/2018 31/Jun/2018
26/Mar/2018 28/Mar/2018

INFRASTRUCTURE DEVELOPMENT

Homes for All Attaining the National Agenda
Urban Infrastructure Project Preparation and Management

23/Nov/2017 25/Nov/2017
22/Feb/2018 24/Feb/2018

INNOVATION AND TECHNOLOGY

Strategic R & D Management
Managing Strategic Innovation

11/Dec/2017 13/Dec/2017
22/Jun/2018 24/Jun/2018

MARKETING

Customer Centric Brand Management
Creating Social Value through Corporate Social Responsibility

04/Sep/2017 06/Sep/2017
11/Dec/2017 13/Dec/2017

OPERATIONS

Materials and Supply Chain Management
Project and Contract Management
Procurement Procedures for the World Bank Aided Projects

27/Nov/2017 01/Dec/2017
08/Jun/2018 12/Jun/2018
12/Feb/2018 23/Feb/2018

PUBLIC POLICY GOVERNANCE AND PERFORMANCE

Translating Bipartnership to Enterprise
Pana Rao

04/Dec/2017 08/Dec/2017

STRATEGIC MANAGEMENT

Driving Performance through Transformational Leadership

19/Feb/2018 23/Feb/2018

URBAN GOVERNANCE

Towards Universal Sanitation in Urban Areas
GIS for Urban Development
Public-Private Partnership in Urban Infrastructure & Service Delivery
Integrated Solid Waste Management

11/Dec/2017 13/Dec/2017
18/Jun/2018 20/Jun/2018
07/Feb/2018 09/Feb/2018
12/Mar/2018 14/Mar/2018

ECONOMICS

Financial Systems Management and Accountability
in Government - New Delhi

13/Nov/2017 17/Nov/2017

FINANCE

Finance for Non-Finance Executives
Strategies for Cost Leadership
Treasury and Risk Management in Banks/Financial Institutions
Business Collaborations - Strategic Alliances, Joint Ventures and Acquisitions
Business Risk Management
Advanced Financial Management
Evaluating and Financing Public-Private Partnership Projects

04/Dec/2017 06/Dec/2017
08/Jun/2018 10/Jun/2018
22/Jun/2018 24/Jun/2018
29/Jun/2018 31/Jun/2018
05/Feb/2018 09/Feb/2018
12/Feb/2018 14/Feb/2018
26/Feb/2018 2/Mar/2018

HEALTH CARE MANAGEMENT

Certificate Course in Healthcare Quality

10/Jun/2018 12/Jun/2018

HUMAN DEVELOPMENT

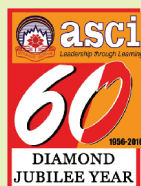
Educational Leadership for Senior level Officials of
Universities/Educational Institutions

22/Jun/2018 24/Jun/2018

HUMAN RESOURCE MANAGEMENT

Leadership Program and Development
Conflict Management and Negotiation Skills
Team Dynamics - Activity Based Approach
Leadership Skills Development
Values Driven Leadership
Effective Learning and Development
Communication Skills for Managers
Building and Leading Effective Teams
Enhancing Intrapersonal Effectiveness through Transactional Analysis
Positive Organizational Behaviour
Strategic Human Resource Management with International
Study Tour (Singapore and Malaysia)
Decision Making for Effective Leadership

04/Dec/2017 08/Dec/2017
11/Dec/2017 13/Dec/2017
11/Dec/2017 15/Dec/2017
18/Dec/2017 22/Dec/2017
08/Jun/2018 10/Jun/2018
08/Jun/2018 12/Jun/2018
29/Jun/2018 02/Feb/2018
05/Feb/2018 09/Feb/2018
12/Feb/2018 14/Feb/2018
12/Feb/2018 24/Feb/2018
19/Feb/2018 23/Feb/2018



Administrative Staff College of India

Bella Vista, Raj Bhavan Road, Khairatabad,
Hyderabad - 500 082, India.

Telefax (Programmes Office) : 0091-40-23324365

Phone : 0091-40-66534247, Fax : 0091-40-66534356

Delhi Campus

C-24, Institutional Area
South of IIT, Behind Qutub Hotel
New Delhi-110 016.

Tel: 011-26962204, 26961750, 26961850

www.asci.org.in



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

Nomination Form

Programme on

Strategies for Cost Leadership

(January 08 - 10, 2018)

Nominee's Contact Information :

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

Sponsor's Details

Name of the Sponsoring Authority _____	Designation _____
Organisation :	_____
GSTIN :	_____
Address :	_____

	Pincode : _____
Phone(s) :	(Off) : _____
	(Mobile) : _____
e-mail :	_____
	Fax : _____

Fee Particulars

Amount Payable :	_____	Mode of Payment (DD/Chq/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