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Leadership through Learning

**ADMINISTRATIVE STAFF COLLEGE OF INDIA**

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**Prof. Mubeen Rafat**  
Programme Director

November 12, 2018

Programme on  
**Strategies for Cost Leadership**

(January 17 - 19, 2019)

Dear Sir/Madam,

ASCI is pleased to announce its programme on "Strategies for Cost Leadership" from January 17 - 19, 2019 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 and Nomination Form



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Programme on

# **Strategies for Cost Leadership**

January 17-19, 2019



**Administrative Staff College of India**

## 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 efficient. 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

- ◆ Demonstrate Knowledge of product/Service cost structures
- ◆ 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 accounting functions. SBU heads responsible for managing P & L, will find the programme useful.

***Organisational sponsorship is essential***

## VENUE

The Programme is fully residential and the participants will be accommodated in air-conditioned single occupancy 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 17 - 19, 2019**. The participants are expected to arrive a day before the commencement and may 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 **January 15, 2019**.

**Note: Kindly forward us the details of Bank/Wire transfer of fee payment indicating the Programme Code (Prg/18-19/1/65) to e-mail: [income@asci.org.in](mailto: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 6550992180  
(Optional)

## 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 **January 10, 2019**. Kindly contact Programmes Officer for further details (contact details are given at the end of the nomination form).

## LAST DATE FOR WITHDRAWAL

**January 11, 2019**. 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](mailto:mubeen@asci.org.in)

# ASCI Management Development Programmes for 2018-19

## MANAGEMENT DEVELOPMENT PROGRAMMES

MDP for Women Executives 03-Dec-2018 07-Dec-2018

## BUSINESS COMMUNICATION

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 28-Jan-2019 1-Feb-2019

## ENERGY

Smart Grid Technology and its Application in Power Sector 10-Dec-18 12-Dec-18  
 Renewable Energy Regulation 21-Jan-19 23-Jan-19

## ENVIRONMENT

Climate Change Adaptation and Disaster Risk Reduction 04-Feb-19 06-Feb-19

## FINANCE

Finance for Non-Finance Executives 10-Dec-18 12-Dec-18  
 Strategies for Cost Leadership 23-Jan-19 25-Jan-19  
 Enterprise Risk Management 04-Feb-19 08-Feb-19  
 Advanced Financial Management 11-Feb-19 13-Feb-19

## HUMAN RESOURCE DEVELOPMENT

Conflict Management and Negotiation Skills 10-Dec-18 12-Dec-18  
 Leadership Engagement and Development 10-Dec-18 14-Dec-18  
 Team Dynamics: Activity Based Approach 17-Dec-18 21-Dec-18  
 Personal Effectiveness 7-Jan-19 9-Jan-19  
 Ensuring Health Care Quality: Risk Management and Innovation 16-Jan-19 18-Jan-19  
 Building and Leading Effective Teams 04-Feb-19 08-Feb-19  
 Positive Organizational Behaviour 04-Feb-19 06-Feb-19  
 Decision Making for Effective Leadership 18-Feb-19 20-Feb-19  
 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

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

## INFRASTRUCTURE DEVELOPMENT

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

## INNOVATION AND TECHNOLOGY

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

## LAND ACQUISITION, RESETTLEMENT AND REHABILITATION

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

## MARKETING

High Impact Sales Management 10-Dec-18 14-Dec-18  
 Creating Social Value Through Corporate Social Responsibility 21-Jan-19 23-Jan-19

## OPERATIONS

Materials and Supply Chain Management 03-Dec-18 07-Dec-18  
 Project and Contract Management 07-Jan-19 11-Jan-19  
 Procurement Procedures for The World Bank Aided Projects 11-Feb-19 22-Feb-19

## PUBLIC POLICY GOVERNANCE AND PERFORMANCE

Sustainable Development Goals and Good Governance 25-Mar-19 29-Mar-19

## POVERTY STUDIES AND RURAL DEVELOPMENT

Capacity Building Programme on Rural Industrial Development and Entrepreneurship 07-Jan-19 11-Jan-19

## STRATEGIC MANAGEMENT

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

## URBAN GOVERNANCE

Faecal Sludge Septage Management 21-Jan-19 23-Jan-19  
 Towards Universal Sanitation in Urban Areas 04-Feb-19 06-Feb-19



## Administrative Staff College of India

Bella Vista, Raj Bhavan Road, Khairatabad,

Hyderabad - 500 082, India.

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](http://www.asci.org.in)

**Nomination Form**  
**Programme on**  
**Strategies for Cost Leadership**  
**(January 17 - 19, 2019)**

**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
<b>Note : Coverage should be available in Hyderabad, India</b>		

Signature and Official Seal of the Sponsoring Authority :