



ADMINISTRATIVE STAFF COLLEGE OF INDIA

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

☎ : 0091-40-66533000, 66534247, Telefax: (Programmes Office) 0091-40-23324365,

Fax : 0091-40-66534356, e-mail: poffice@asci.org.in, URL: <http://www.asci.org.in>

Prof. Mubeen Rafat, MMS (JBIMS)
Programme Director

September 06, 2017

Programme on **Finance for Non-Finance Executives**

(December 04 - 06, 2017)

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 to bring about improvements in their day to day 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 a Demand Draft for the programme fee should reach us by **November 20, 2017**. 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 & Nomination form



Programme on

Finance for Non-Finance Executives

December 04–06, 2017



Administrative Staff College of India

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
- ◆ Evaluate of Financial Performance
- ◆ Product/Service Profitability Analysis
- ◆ Cost of Capital and Financing Options
- ◆ Working Capital Policy Decisions
- ◆ Shareholder Value Creation
- ◆ Capital Expenditure Decisions

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 debate the issues in small 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.

VENUE

The Programme is fully residential and the participants will be accommodated in air-conditioned single rooms. Transport between Airport /Railway Station pickup and drop will be arranged by the College.

DURATION

The Programme duration is from **December 04 - 06, 2017**. 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

Rs. 34,000/- (US\$1495 if foreign) plus GST @18% per participant will be charged to cover professional fee, accommodation food, courseware and Internet usage.

Rs. 28,000/- plus GST @ 18% for Indian participants on a non-residential basis.

A discount of 10% on the Programme fee for three or more participants from the same organisation will be given, provided the payment is received in our Bank account before Friday, **December 01, 2017**. Bank details are given below.

BANK PARTICULARS

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 – SBININBBH04 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	Raj Bhavan Road, Bellavista Branch
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

Organizational 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 **November 20, 2017**. Kindly contact Programmes Officer for further information (contact details are given at the end of the nomination form).

LAST DATE FOR WITHDRAWAL

November 27, 2017. Any withdrawals after this date will entail forfeiture of fee paid.

ASCI ALUMNI ASSOCIATION

Participants of College Programmes will automatically become members of 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 for Non Finance Executives. 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 Programs for 2017-18

MANAGEMENT DEVELOPMENT PROGRAMMES

Effective Land Acquisition, Resettlement & Rehabilitation (LARR) Programme for Young Managers	09/Oct/2017	13/Oct/2017
General Management Programme for Middle Level Executives	30/Oct/2017	03/Nov/2017
MDP for Women Executives	30/Oct/2017	09/Nov/2017
General Management Programme for Senior Executives (SEC) - 130	20/Nov/2017	24/Nov/2017
ASCI-NRRC Joint Certification Course on Improved Management of Land Acquisition, Resettlement & Rehabilitation (LARR)	08/Jan/2018	02/Feb/2018
	29/Jan/2018	09/Feb/2018

ECONOMICS

Financial Systems, Management and Accountability in Government - New Delhi	13/Nov/2017	17/Nov/2017
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ENVIRONMENT

Environmental Impact Assessment for River Valley and Irrigation Projects	27/Nov/2017	29/Nov/2017
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FINANCE

Credit Monitoring & Follow-up in Banks/Financial Institutions	22/Nov/2017	24/Nov/2017
Finance for Non-Finance Executives	04/Dec/2017	06/Dec/2017
Strategies for Cost Leadership	08/Jan/2018	10/Jan/2018
Treasury and Risk Management in Banks/Financial Institutions	22/Jan/2018	24/Jan/2018
Business Collaborations - Strategic Alliances, Joint Ventures and Acquisitions	29/Jan/2018	31/Jan/2018
Business Risk Management	05/Feb/2018	09/Feb/2018
Advanced Financial Management	12/Feb/2018	14/Feb/2018
Evaluating and Financing Public Private Partnership Projects	26/Feb/2018	2/Mar/2018

HEALTHCARE MANAGEMENT

Certificate Course in Healthcare Quality	10/Jan/2018	12/Jan/2018
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HUMAN DEVELOPMENT

Risk Management, Quality and Audit in Hospitals	25/Oct/2017	27/Oct/2017
Best Practices and Innovations in Health Care Delivery	15/Nov/2017	17/Nov/2017
Educational Leadership for Senior Level Officials of Universities/Educational Institutions	22/Jan/2018	24/Jan/2018

HUMAN RESOURCE MANAGEMENT

Leading with Emotional Intelligence	23/Oct/2017	27/Oct/2017
Effective Trade Union Management	06/Nov/2017	10/Nov/2017
Improving Work Culture	20/Nov/2017	22/Nov/2017
Good Governance and Sustainability through HR Practices	27/Nov/2017	29/Nov/2017
Individual Excellence for Organizational Effectiveness	27/Nov/2017	01/Dec/2017
Leadership Engagement and Development	04/Dec/2017	08/Dec/2017
Conflict Management and Negotiation Skills	11/Dec/2017	13/Dec/2017
Team Dynamics- Activity Based Approach	11/Dec/2017	15/Dec/2017
Leadership Skills Development	18/Dec/2017	22/Dec/2017
Values Driven Leadership	08/Jan/2018	10/Jan/2018
Effective Learning and Development	08/Jan/2018	12/Jan/2018
Communication Skills for Managers	29/Jan/2018	02/Feb/2018
Building and Leading Effective Teams	05/Feb/2018	09/Feb/2018
Enhancing Interpersonal Effectiveness through Transactional Analysis	05/Feb/2018	07/Feb/2018

Positive Organizational Behaviour	12/Feb/2018	14/Feb/2018
Strategic Human Resource Management with International Study Tour (Singapore and Malaysia)	12/Feb/2018	24/Feb/2018
Decision Making for Effective Leadership	19/Feb/2018	23/Feb/2018
Strategic Human Resource Management	26/Feb/2018	02/Mar/2018
Managing Creativity & Innovation	05/Mar/2018	07/Mar/2018

INFORMATION TECHNOLOGY

Leveraging Big Data and Analytics	20/Dec/2017	22/Dec/2017
IT Enabled Knowledge Management	29/Jan/2018	31/Jan/2018
e-Learning and Digital Education	26/Mar/2018	28/Mar/2018

INFRASTRUCTURE DEVELOPMENT

Homes for All: Attaining the National Agenda	23/Nov/2017	25/Nov/2017
Urban Infrastructure Project Preparation and Management	22/Feb/2018	24/Feb/2018

INNOVATION AND TECHNOLOGY

Strategic R & D Management	11/Dec/2017	13/Dec/2017
Managing Strategic Innovation	22/Jan/2018	24/Jan/2018

MARKETING

Creating Social Value Through Corporate Social Responsibility	11/Dec/2017	13/Dec/2017
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OPERATIONS

Procurement Procedures for The World Bank Aided Projects	06/Nov/2017	17/Nov/2017
Materials and Supply Chain Management	27/Nov/2017	01/Dec/2017
Project and Contract Management	08/Jan/2018	12/Jan/2018
Procurement Procedures for The World Bank Aided Projects	12/Feb/2018	23/Feb/2018

PUBLIC POLICY GOVERNANCE AND PERFORMANCE

Translating Entrepreneurship to Enterprise	04/Dec/2017	08/Dec/2017
Rama Rao		

STRATEGIC MANAGEMENT

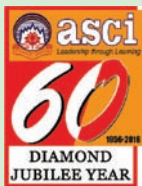
Driving Performance through Transformational Leadership	19/Feb/2018	23/Feb/2018
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URBAN GOVERNANCE

Soft Skills for Professionals in Urban Management	28/Aug/2017	30/Aug/2017
GIS for Governance- Decision Support System	04/Sep/2017	06/Sep/2017
International Training Programme on Smart Cities – Study Tour: (India & China)	23/Oct/2017	31/Oct/2017
Towards Universal Sanitation in Urban Areas	11/Dec/2017	13/Dec/2017
GIS for Urban Development	18/Jan/2018	20/Jan/2018
Public Private Partnership in Urban Infrastructure & Service Delivery	07/Feb/2018	09/Feb/2018
Integrated Solid Waste Management	12/Mar/2018	14/Mar/2018

LONG DURATION PROGRAMME

Business Management for Armed Forces Officers	05/Jun/2017	17/Nov/2017
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Hyderabad - 500 082, India.

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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

Nomination Form
Programme on
Finance for Non-Finance Executives
(December 04 - 06, 2017)

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 :