



Administrative Staff College of India
Hyderabad

**POST GRADUATE DIPLOMA
IN MANAGEMENT**

(Approved by AICTE)

ACADEMIC BROCHURE
2022-2024



OUR VALUE STATEMENT

संगच्छध्वं संवदध्वं सं वो
मनांसि जानताम्

*Let us be together
Let us interact together
And may our minds
Comprehend together*

- Rigveda -



65th Foundation Day Lecture by Dr Tamilisai Soundararajan, Hon'ble Governor of Telangana and Hon'ble Lieutenant Governor of Puducherry on December 06, 2021. Topic on "How India can become a Healthcare Powerhouse for the World"

DIRECTOR'S MESSAGE



The Administrative Staff College of India, Hyderabad (ASCI) is a not-for-profit, public purpose institution of repute established in 1956 under the Indian Societies Registration Act of 1860 by the Government of India in partnership with industry.

It is engaged in providing education, management training, research, and advisory services to the Government, multilateral organizations and industry. ASCI is a subject allocated to the Department of Higher Education, Ministry of Human Resource Development, Govt. of India as per the Second Schedule to the Government of India (Allocation of Business) Rules 1961 (<https://mhrd.gov.in/allocation-business>).

The College has the rich domain expertise and wealth of proven experience in capacity building and research & consultancy services. ASCI, enjoys the enduring trust and confidence of Gol, Multilateral organisations and State Governments as a competent, capable and credible Institution of impeccable reputation. We have made a mark in our research and consultancy services too. Many of our reports have resulted in the development of policies of the Government of India. We get regular and repeat assignments from Governments, industry, UN organizations, and other multilateral organizations, which is a testament to our good quality of work.

The College has launched the two- year full time Post Graduate Diploma in Management (PGDM) programme (approved by AICTE) in 2019. The programme aims to create future leaders in the field of management who have the relevant skills and attitude to face the VUCA world. A unique feature of the programme is that it allows dual specialization in functional areas of management like Marketing, Human Resource Management, Operations Management, and Business Analytics & Artificial Intelligence.

ASCI is also proud that in the programme a constant focus is maintained on developing and nurturing a good value system. I present you with a brief overview of our organization. As you flip through the pages of this document, you will get an idea about our rich heritage and competencies.

I wish you happy reading!

Best wishes,

Dr. Nirmalya Bagchi

ASCI@A GLANCE

ASCI is the oldest management institution in the country established by the government in collaboration with industry way back in 1956. In the last 64 years of our existence, we have made a mark in training civil servants and executives in industry through short term Management Development Programmes and through our Research and Consultancy assignments.

Each year we conduct upwards of 200 Management Development Programmes and many of our Research and Consultancy assignments have resulted in policy development, institutional reforms and strategic re-alignments in government and industry. Our programmes are truly global in reach and relevance. We have an alumnus of more than 150,000 serving in various sectors and industry, many of whom are now CEOs and CMDs in large industry/ corporate bodies.

- First management institute setup in the country way back in 1956. It is also the third oldest management institution in Asia.
- Set up by the government in collaboration with industry.
- Initially setup as a civil services training institution.
- Conducts training programmes for civil servants from various government departments across India and abroad and executives in industry.
- Conducts about 200 management development programmes every year with 1,50,000 alumni in industry and in services.
- Research and Consultancy in ASCI was established in 1973 with a grant from the Ford Foundation.
- Many ASCI alumni members have risen to the ranks of CEOs and CMDs of Navaratna and Maharatna Public Sector Undertakings.
- The College has been associated with numerous reforms of the Government of India through its Research and Consultancy projects. Many policies of the Government of India have been developed on the basis of ASCI reports.
- ASCI is the trusted partner of many reputed international organizations like ADB, World Bank, Bill & Melinda Gates Foundation, UCLA Extension and many more.



TESTIMONIALS



“ I have been hearing about this Administrative Staff College for some time – in fact, since before it started I need not tell you how important I feel this institution is, not because it is the first in Asia or third in the world, but because obviously, it performs a task which is of high importance in the present state of our country – perhaps of other countries too. ”

Pandit Jawaharlal Nehru

The First Prime Minister of India, during his visit to the College on 23rd Oct, 1958



“ Good experience, knowing the good work done by the ASCI. Wish you all the best. ”

M Venkaiah Naidu
Vice President of India

“ It is an honour to get an opportunity to address a very distinguished gathering. ”

Justice J Chalmeswar
Former Judge of Supreme Court of India

“ It was an honour and a privilege being here at this prestigious place of learning and deliver the first Dr Rao Oration. ”

Dr. Kiran Bedi, IPS
Lieutenant Governor of Puducherry, September 2018

ASCI CLIENTELE SNAPSHOT



ASCI PGDM

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- AICTE approved 2 years programme.
- The programme enables students to acquire dual specializations.
- The programme has great emphasis and focus on use of Big Data and Artificial Intelligence for taking managerial decisions.
- Apart from traditional specializations in Human Resource Management, Marketing Management, Finance Management and Operations Management, the programme allows students to take up new areas of specializations like AI & Business Analytics.
- The programme is delivered by the best teachers and trainers of ASCI who have shaped top management executives in many corporations.
- The programme aims to provide global exposure to students.
- The programme is designed for preparing managers for high growth sectors of the economy.
- Eligibility will be graduates in any discipline with a minimum of 50% aggregate marks and a valid score from any of the management entrance exams approved by AICTE, viz, CAT/ XAT/ MAT/ ATMA/ CMAT/ GMAT and any other qualifying exam (as per AICTE).



UNIQUENESS OF PGDM COURSE

- 1 Dual Specialization
- 2 World Class Faculty
- 3 31 Credit & 4 Non-credit courses
- 4 Finance, HR, Marketing, AI & Business Analytics
- 5 Emphasis & Focus on use of Big Data Analytics
- 6 Extensive Industry Interaction in the form of Guest Lectures, Public Speeches & Conferences
- 7 **Collateral FREE education loan available from SBI**

COURSE CURRICULUM

The curriculum consists of compulsory courses as well as electives. In the entire 2-year programme, the students will have to take 35 courses. Of these, 31 courses are compulsory, and 4 are electives.

Dual Specialization: Each student can choose a dual specialization.

The following specializations are being offered:

Specializations

- Human Resource Management
- Marketing Management
- Financial Management
- Operations Management
- Artificial Intelligence & Data Analytics

Internship and Dissertation: Each student will have to undergo an internship with an organization at the end of the 2nd semester for three months. They will also have to conduct a dissertation at the end of the 4th semester.



PGDM - SUMMARY OF THE COURSE CURRICULUM

SEMESTER: I

Corporate Financial Reporting & Analysis
Organisational Behaviour - I
Quantitative Methods
Managerial Economics
Management Information System (MIS) and Basics of Computer Based Analytics
Production and Operations Management
Principles of Management & Introduction to Marketing
Managerial Communication

SEMESTER: II

Cost Management
Corporate Finance
Organizational Behaviour – II
Marketing Management
Research Methodology
Supply Chain Management
Human Resource Management

3-Months Summer Internship

GENERAL PAPERS IN SEMESTER: III

Project Management
Strategic Management

GENERAL PAPERS IN SEMESTER: IV

Business Law

MARKETING MANAGEMENT

SEM: III

Strategic Brand Management
Consumer Behaviour
Integrated Marketing

SEM: IV

Marketing Research & Analytics
B2B Marketing & Rural Marketing
Sales & Retail Management

AI & BUSINESS ANALYTICS

SEM: III

BI Tools & Introduction to Machine Learning using R Studio
AI for Business
Application of Data Science in Various Industries - I using R Studio/Python

SEM: IV

Machine Learning-II
Application of AI in the Industry
Application of Data Science in Various Industries - II

PGDM - SUMMARY OF THE COURSE CURRICULUM

HUMAN RESOURCE MANAGEMENT

SEM: III

Learning & Development
Performance Management
HR Analytics & Information System

SEM: IV

Industrial Relation & Labour Laws
Organizational Change & Development
Strategic Human Resource Management

FINANCIAL MANAGEMENT

SEM: III

Corporate Taxation & Financial Planning
Merger & Acquisition and Corporate Restructuring
Security Analysis & Portfolio Management

SEM: IV

Financial Risk Management
Management of Financial Services
International Financial Management

Dissertation in Sem: IV

Internship Report & Viva Voce





CHAIRMAN OF ADVISORY BOARD

Shri Jayesh Ranjan, IAS
Principal Secretary
Industries & Commerce and
Information Technology,
Government of Telangana



DIRECTOR (PGDM)

Dr. Nirmalya Bagchi, Ph.D, MBA
He holds a Ph.D. in Business
Management and a Masters in
Business Management

ASCI-PGDM FACULTY



Prof Srinivas Chary V
M.Tech, P.G. Dip. in Urban
Environmental Planning



Dr. Harsh Sharma
Ph.D., MBA



Prof. Raj Kiran Bilolikar
B.E.,
MBA (Power Management,
PG (Advanced Computers)



Dr. Madhusoodanan PR
Master's Degree in Economics
and Econometrics, Ph.D. in
Financial Economics



Dr. Valli Manickam
MSc, M.Phil, MCA
Ph.D. (Environment)



Prof. Vilas Shah
B.Tech, M.Tech
in Industrial Engineering
and Operational Research



Prof BVN Sachendra
B.Tech, MBA



Dr. Shahaida P
Ph.D.,
MBA, MPhil



Dr. Karnak Roy
Ph.D., Business
Management, CU
MBM - CU
B.Tech (CSE)



Dr. Tanusree Chakraborty
Ph.D., MBA (Human
Resource Management),
MA (Applied Psychology)



Dr. Subodh Kandamuthan
Ph.D. (Health Economics)
M.Phil (Applied Economics)
MS Development Economics



Dr. Saswat Kishore Mishra
Ph.D.
Economics-IIT Kharagpur



Dr. Mohd Mujahed Ali
Ph.D., M.Phil,
MBA, M.Com



Dr. Bhawna Gulati
Ph.D., MBBS,
MBA (Hospital and Health
Management), Post Graduate
Diploma in Medical Law
and Ethics

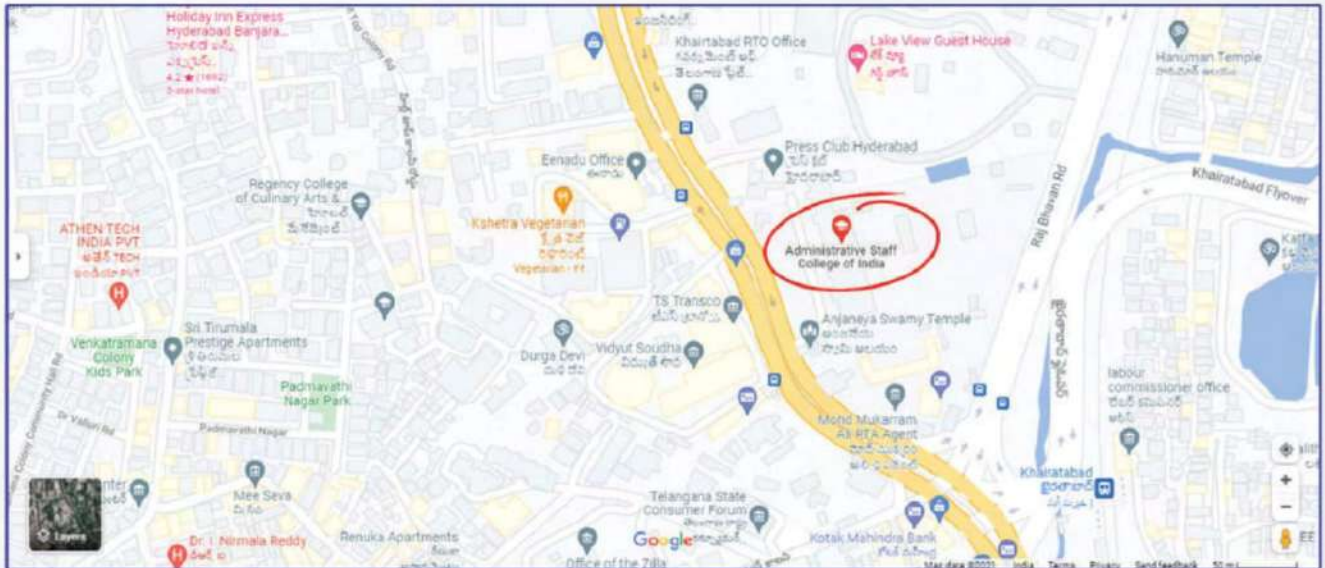


Dr. Y Malini Reddy
Ph.D., PGDGMT,
B.A. (Hons) Economics

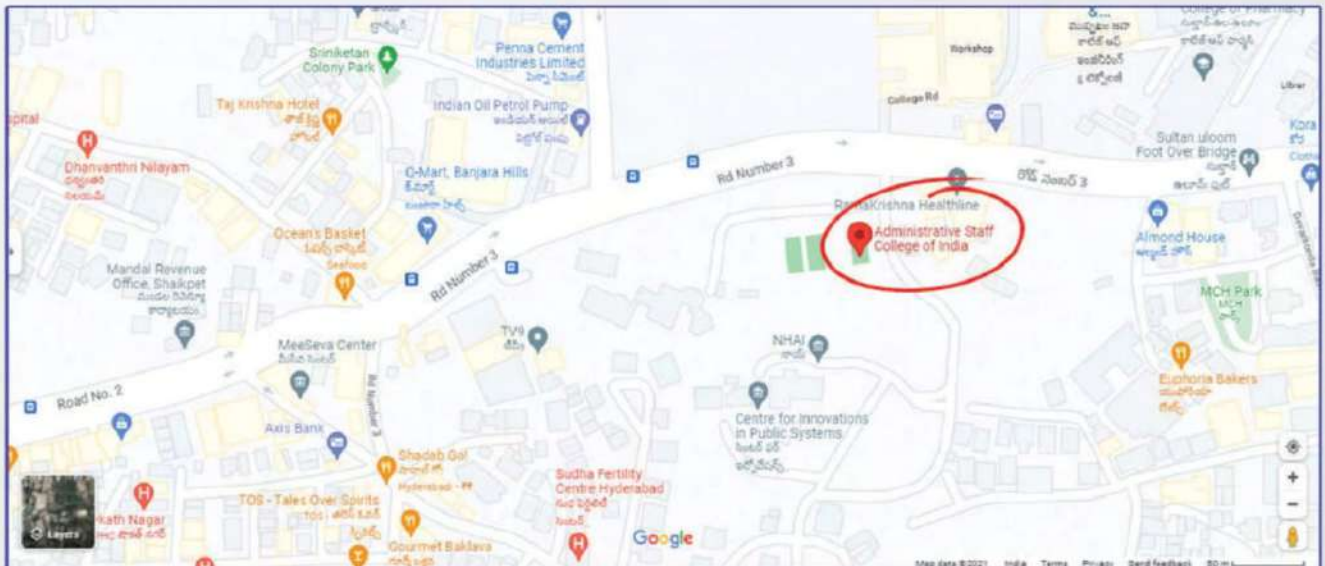


Dr. P M Priya Darshini
Ph.D., MHA

LOCATION



Administrative Staff College of India, Bella Vista, Raj Bhavan Road, Khairatabad, Hyderabad 500082



Administrative Staff College of India, College Park Campus, Road No. 3, Banjara Hills, Hyderabad 500034

FACILITIES

- **Learning Aids:** The campus has full-fledged, well-equipped air conditioned conference / Lecture rooms accompanied with facilities like computers, Internet, Audio-Visual facilities and Office- Automation aids, etc.
- **Computer based Business Simulation Lab:** Well-equipped 30 high-end terminals for conducting business simulation and analytics lab using the latest software tools.
- **Auditorium:** The campus has a large auditorium that hosts various events like Guest Lectures, Academic Conventions, Cultural Programmes and Annual Convocations. It has a seating capacity of three hundred participants and state-of-the-art Audio-Visual facilities.
- **Residential Facilities:** The campus is equipped with comfortable and safe boarding facilities for students. The non a/c double occupancy rooms are well suited for student life.
- **In-Campus Boarding Facilities:** The campus has full-fledged dining facilities. Breakfast, Lunch, and Dinner are served for residents at specified hours. Vegetarian and Non-vegetarian dishes are served.
- **Wi-Fi Enabled Campus:** The campus has a good computer network and dedicated High-Speed Internet connectivity and it is fully Wi-Fi enabled.
- **Digital Library:** ASCI has one of the finest libraries with a rich collection of books, journals, and Audio-Visual resources on various aspects of functional, sectoral, and general management. It is a hybrid library with over 80,000 books and other Knowledge Resources, newspapers, dictionaries, reference books, audio-visual materials, and electronic resources such as e-journals and databases. It also offers services such as reference service, research support, circulation, document delivery, databases training support, user, bibliographic service, online catalogue, selective dissemination of information, current awareness service by providing new arrivals of books.
- **Outbound Learning:** The classroom sessions are complemented and supplemented by exposure visits that ASCI organizes for the students. Exposure visits to various organisations enable students to understand and appreciate, the concepts they have been exposed to and gain a hands on experience of the organizational challenges and situations typical of real-life scenarios.
- **Extracurricular Activities:** ASCI organises various curricular and extracurricular events such as conferences, workshops, competitions, management festivals, cultural programmes, get-togethers as well as sporting events for the students.
- **Sports and Games:** A gamut of sports and games activities are available for students like swimming, billiards, chess, tennis, table tennis, badminton, carroms, croquet, etc. Students are encouraged to use the on-campus gym facilities.

Placement Assistance: The Programme has a dedicated Placement Cell with qualified and experienced professionals. The Placements Cell nurtures excellent corporate relations with a wide network of organisations. Duly leveraging the reputation and standing of ASCI, the high-quality of the programme as well as the knowledgebase and skill set that the students would be endowed with at the end of the two-year programme, the Placements Cell provides extensive assistance to students to explore a variety of career options.

INFRASTRUCTURE SNAPSHOT



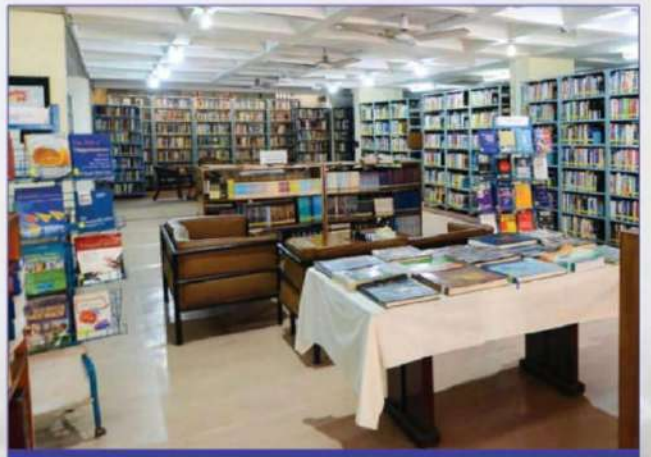
Bella Vista, Main Campus



College Park Campus, Banjara Hills



Cafeteria / Mess



Library



Hostel Room

SUMMER PLACEMENT CORPORATE PARTNERS

Highest CTC

INR 45,000/-

Average CTC

INR 36,000/-

Our Corporate Partners



*CTC is for Internship Period

FINAL PLACEMENT CORPORATE PARTNERS

(BATCH: 2020-2022)

Highest CTC

INR 9 Lacs

Mean CTC

INR 6.4 Lacs

Median CTC

INR 7.0 Lacs

Our Corporate Partners



STUDENT TESTIMONIALS



I would like to express my heart felt gratitude to ASCI's PGDM Programme, its Faculty and Staff for guiding me towards a better future. A great curriculum with wonderful facilities on a beautiful campus in the heart of the city! What more can we ask for? I am placed in Airtel and am really thankful to ASCI for this wonderful opportunity.

— JAYOTRI NAG / TOPPER (2019-2021)



I am glad to share a positive outcome of my PGDM journey at ASCI. I am happy to be placed in Mirchi that comes under TIMES Group which brings me immense happiness, I would like to thank my faculty, mentors, colleagues and placements at ASCI for making dream come true. I wholeheartedly thank ASCI for constant support.

— A JACINTHA JAMES (2019-2021)



PGDM at ASCI taught me many relevant and current world situation based managerial concepts. This for me has opened up a lot of windows in the contemporary world. With the support of faculty teachings, help from colleagues and other support staff at ASCI I got placed at Transcell Oncologies as product specialist. I thank Placement team and everyone at ASCI for giving me this strong support.

— DR. KRISHNA MOHAN (2019-2021)



Being part of the first batch of PGDM in ASCI gave me a boundless opportunity to learn and prosper in the specialization of HR and Finance. 2 great years at ASCI were full of personal and professional growth. I would like to thank my professors and classmates for providing an enriching experience that helped drive the standard of excellence. I am fortunate to be placed in an organization like ICICI bank and I would like to thank ASCI for the support provided by them throughout the course.

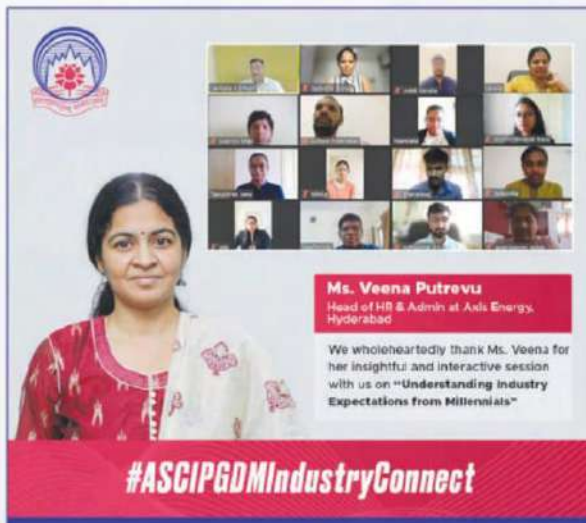
— VINAYAK R KAMATH (2019-2021)

ASCI PGDM 'INDUSTRY CONNECT'

AN INITIATIVE FOR INTEGRATED LEARNING

'Industry Connect' program initiated by ASCI-PGDM helps the students to interact with Industry Leaders frequently. From these interactions, students understand the current trends in management, innovative & best management practices of various organisations.

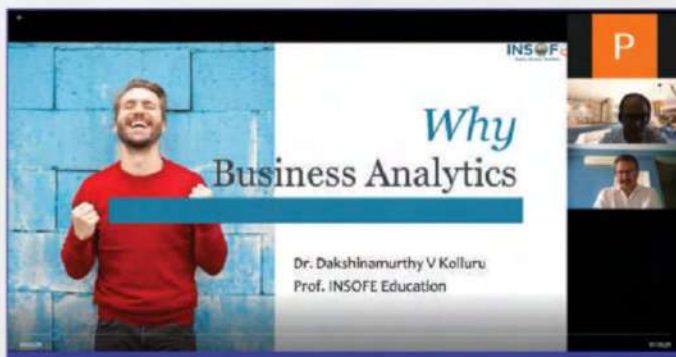
Notable Speakers at The Industry Connect Programme



Understanding Industry Expectations from Millennials by Ms. Veena Putrevu, Head of HR & Admin at Axis Energy, Hyderabad



Mr. Anant Gupta, Circle HR Head & Mr. Sanat Saho Business, Head(Enterprise & Corporate), AP & Telangana, Bharti Airtel



AI & ML by Dr. Dakshinamurthy V Kolluru, President International School of Engineering (INSOFE)



Scope of AI & Business Analytics in the era of Industry 4.0 by Mr. Sandeep Paul, Vice President, Morgan Stanley

Notable Speakers at The Industry Connect Programme

The screenshot shows a presentation slide from Kirby India titled "Manufacturing - Maintenance". The slide includes the following content:

- Objective :-**
 - To ensure availability of machinery for product on through preventive maintenance at optimal cost.
- Sub Processes :-**
 - Preventive Maintenance
 - Utilities Management
 - Spares Management
 - New Mod. v/s Old CA. Jaw Cost. Red. mod. v/s
- KPIs :-**
 - Reduction of Breakdowns
 - Reduction of Spares Consumption Cost
 - Reduction of Utilities Consumption Cost
 - No. of interventions / LCAs

The slide also features four images: a factory interior, a large industrial machine, a spool of material, and a green industrial container. The video call interface shows a "Next slide" button, a "No Notes" message, and a small video feed of a speaker.

Overview of Operations Management and Prospects in the Industry by Mr. Philipose Director – Kirby India, Manufacturing, Hyderabad plant



Inse Miliye Series with a talk by Mr Sivakumar S, Group Head of Agri & IT Businesses of ITC Limited

The screenshot shows a video call session titled "Talk on AI | 14 Sep". It features two participants: a man in a blue shirt and a woman, Ms. Rakhi Guha, wearing a headset and glasses. The woman is identified as a "Rakhi Guha Consultant - Microsoft" and is associated with the "Techlady" brand. The background includes a slide titled "Machine Learning" and a slide titled "What is Artificial Intelligence?". The ASCI logo is visible in the bottom left corner.

An Interactive session on the practicability of AI & ML on various sectors, discoursed by Ms. Rakhi Guha, Consultant, Microsoft.

PHD PROGRAMME IN MANAGEMENT

(IN COLLABORATION WITH JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY, HYDERABAD)

Administrative Staff College of India (ASCI) in collaboration with Jawaharlal Nehru Technological University, Hyderabad is offering a Ph.D. programme in Management.



ASCI - JNTUH signed MOU to undertake collaborative PhD Programme in Management

SPOTLIGHT EVENTS



ASCI Chairman Sri K. Padmanabhaiah and Director General (i/c), Dr Nirmalya Bagchi welcoming the Hon'ble Vice President of India, Sri M Venkaiah Naidu



Distinguished Lecture delivered by Hon'ble Governor of Telangana, Dr (Smt) Tamilisai Soundararajan as the Chief Guest on "Importance of the New National Medical Commission"



Dr Anil D Sahasrabudhe, Chairman, AICTE delivered 64th ASCI Foundation Day Lecture through virtual mode



Prof K Vijay Raghavan, Principal Scientific Advisor, GoI, delivered Lecture on Vaccine Development in India



Inauguration of PGDM Programme 2020-2022 by Sri Jayesh Ranjan, IAS, Principal Secretary of the Industries & Commerce (I&C) and Information Technology (IT), Govt. of Telangana



ASCI Director General (I/c) felicitating Shri Madhav Vaidya, Chairman, IOCL

SPOTLIGHT EVENTS



ASCI PGDM students are interacting with Sri Anil Agarwal, IPS (Additional Secretary, DPIIT, Ministry of Commerce and Industry, Government of India) who has led the flagship scheme of GoI Startup India



ASCI PGDM Batch 1 (2019-21) Convocation Ceremony held at Bellavista Lawns on Oct 31, 2021



CLUBS

STARTUP' CLUB

Start-Up Club's aim is create culture of entrepreneurship among the students

MEDIA CLUB

Media Club ensures coverage of all academic and cultural events on the campus and outside.

STARTUP' CLUB

CSR Club aims to inculcate social responsibility among individuals for the benefior of the society.

CULTURAL CLUB

Cultural Club strives to ensure maintaining the rich diversity of the student community by organizing various cultural events.



ADMISSIONS & PROGRAMME FEE STRUCTURE

Eligibility Criteria for Admissions

- Graduates in any discipline with a minimum of 50% aggregate marks.
- Candidates are required to qualify in the CAT/XAT/MAT/ATMA/CMAT/GMAT and any other qualifying exam (as per AICTE). Selection shall be based on a combination of factors, including academic credentials, scores in the qualifying examination. Personal Interview and a demonstrated interest in the management field.
- **Application Form** can be downloaded or submitted online from www.ascipgdm.in
- **Application Fee** can be paid through a Demand Draft for Rs 1000/- in favour of 'Administrative Staff College of India' payable at Hyderabad, or Online Transfer to

Bank Name - State Bank of India

Address - 6-3-1092, 1st Floor, A Block, Shanti Sikhara Complex, Somajiguda, 1st Floor, A Block, Bellavista Branch, Raj Bhavan Road, Hyderabad - 500082

Beneficiary A/C Name - Administrative Staff College of India

Savings Bank A/C No. - 62090698675

Bank MICR No. - 500002306

NEFT IFSC Code - SBIN0020063

- All online transaction details shall be sent as an email to:
admission.pgdm@asci.org.in / Ph. - +91 91210 11411

Fee Installment Plan for PGDM- Tuition Fee:

Particulars	Amount (INR)	Due Date of Payment
First Year	5,00,000	Within 3 months of the admission
Second Year	3,00,000	Within December 2023
Total Tuition Fee	8,00,000	

- The hostel fee for residential students is Rs 1,25,000/- extra (double occupancy). Catering and food provision charges for residential students are Rs 1,25,000/- extra.
- The residential fee is applicable for 21 months when the student is on campus.
- Catering and Food Charges for non-residential students will be charged extra and is optional.
- **All fees are non-refundable.**

Collateral Fee Education Loan can be availed from SBI

FACT SHEET



Oldest management institution in India for practicing managers, set up in 1956



Two years full time programme (AICTE approved)

Dual specialization



Very first batch secured **100% placement** (Highest CTC: INR 11 Lacs)

All India programme with students from different parts of the country with diverse background



100% summer placement (Highest CTC: INR 60,000)

World class **faculty**



Frequent interaction with **Industry Leaders**

Focus on **Artificial Intelligence** and **Business Analytics**



Residential facility available

Total number of seats: **120**



Total fees: **INR 8,00,000**



Administrative Staff College of India

College Park Campus, Road No 3, Banjara Hills, Hyderabad – 500 034

For further details contact:

ASCI Admissions and Placement Cell

Ph: +91 91210 11411 / +91 98369 63669 / +91 91548 26827

Email: admissions.pgdm@asci.org.in

Institution Website: asci.org.in | Programme Website: ascipgdm.in

