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Leadership through Learning

## ADMINISTRATIVE STAFF COLLEGE OF INDIA

Bella Vista, Raj Bhavan Road, Hyderabad - 500 082, India  
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**Prof. Karnak Roy / Prof. Venkata K Emani**  
Programme Directors

Aug 10, 2022

Dear Sir/Madam,

Programme on  
**Executive Programme in Management:  
New Age Digital Skills**

**(September 29<sup>th</sup> 2022 – August 16<sup>th</sup> 2023)**

The Fourth Industrial Revolution (or Industry 4.0) has forced the companies to continuously automate their manufacturing and industrial practices using new edge digital technologies like AI, ML, IoT, Block Chain etc. The business environment is driving the new age managers to enhance their knowledge and sharpen these new age technological skills, which are critical to undertake the transformation process, and to adapt best practices from the business world.

In this context, we are glad to inform that Administrative Staff College of India is launching a,11-month Executive Programme in Management: New Age Digital skills in a virtual cum Physical (Hybrid) mode from September 29, 2022 to August 16, 2023. The classes are designed to fit the busy schedule of working executives, who can attend from the comfort of their home/ office during weekends/ after office hours on weekdays. However, the participant has to attend face-to-face classes @ 3 days / semester at ASCI's campus in Hyderabad.

The programme spread over these two semesters, will provide the participants a thorough foundation in the functional areas of Management like Finance, HR, Marketing and Operations in Semester I and would focus on skill building in the new age digital technologies like Cybersecurity, Business Analytics (AI/ML/IoT/Blockchain) and Digital Marketing during Semester II.

We request you to attend and nominate your executives involved in the related functions for the programme. Please do not hesitate to get in touch with us if you need any clarifications or additional information. We can be reached at **8374509927 / 9154826827** or **[karnak.roy@asci.org.in](mailto:karnak.roy@asci.org.in) / [venkatakrisnae@asci.org.in](mailto:venkatakrisnae@asci.org.in)**

We are enclosing the Brochure and the Nomination Form. Kindly ensure that the nomination form reaches us by September 22, 2022.

Looking forward to the pleasure of hearing from you.

Yours Sincerely,

  
Karnak Roy

  
Venkata K Emani

Encl: Brochure and Nomination Form

# Executive Programme in Management : New Age Digital Skills

September 29<sup>th</sup> 2022 – August 16<sup>th</sup> 2023



**Administrative Staff College of India**

## BACKGROUND

The Fourth Industrial Revolution (or Industry 4.0) has forced the companies to continuously automate their manufacturing and industrial practices using new age digital technologies like AI, ML, IoT, Block Chain etc. These technologies are critical to establish large-scale Machine-to-Machine communication (M2M) and thereby ensuring increased automation, improved communication and invention of smart machines that can analyze and provide insights without the need for human intervention. With a rapidly changing Business environment, organizations are expecting the new age managers to enhance their knowledge and sharpen these new age technological skills, which are critical to undertake the transformation process, and to adapt best practices from the business world.

In this context, the Eleven Month Executive Programme in Management (EPM) spread over two semesters has been designed to equip the working professionals with tools and strategies to face the challenges of the modern business environment. Participants will develop a thorough understanding of concepts of these new age digital technologies and necessary skills in areas like Cybersecurity, Business Analytics (AI/ML/IoT/Blockchain) and Digital Marketing. The first semester of the programme would provide a strong foundation on the concepts of general management in the functional areas like Marketing, Finance, Operations and HR whereas the second semester would focus on specialized learning in one of the emerging areas among Cybersecurity/Digital Marketing/AI and Business Analytics.

## OBJECTIVE

At the end of this programme, the participants will be able to:

- ▶ Develop knowledge, skills and competence in functional areas of management
- ▶ Develop knowledge and necessary skills in areas like Cybersecurity/Business Analytics/Digital Marketing
- ▶ Manage risk and complexity associated with Industry 4.0
- ▶ Acquire better value through informed decision-making
- ▶ Understand latest tools and techniques (using cutting edge technologies) for developing effective implementation and monitoring systems for various projects

## STRUCTURE:

Period	: 11 Months (Sep 2022-Aug 2023)
Number of semesters	: 2
Total Hours	: 288
Online Hours	: 252
Face to Face Hours	: 36 (6 days at ASCI Banjara Hills Campus i.e. once in each semester for a period of 3 days)
Online lectures Weeks	: 42
Hours per week	: 6

### Day:

Every Thursday, Friday, Saturday of the week (@ 2 hrs/ day)

### Subjects Offered in First Semester (September 2022-January 2023)

Functional areas of Management like Finance, Marketing, HR, Operations, Strategy, Project management, Quantitative Methods, Research Methodology, Micro Economics and Macro Economics etc.

### Subjects Offered in Second Semester (March 2023-August 2023)

Specialized learning in one of the areas among Cybersecurity/Digital Marketing/AI and Business Analytics including capstone project.

### Certificate

After completion of each semester, and at the end of the programme.

## PROGRAMME FEE

- 3.5 lakh+GST (if the participants are willing to enrol for both the semesters)
- 2 lakh + GST (if the participants are willing to enrol for either of the semesters)

## UNIQUE FEATURES

- ▶ Focusing on new age digital skills having significant importance in driving digital transformation in the organisation
- ▶ Affordable fee structure
- ▶ Option for availing education loan from leading banks / loan providers in the market
- ▶ Certificates after completion of each semester
- ▶ Comes from an institute of excellence set up by Govt. of India in collaboration with the industry. ASCI has a legacy of over 65 years and Alumni base of over 1.5 lac
- ▶ World class- Faculty with rich exposure to consultancy, delivery of various projects and

Training Programmes to participants across Govt. of India, various State Governments, PSUs, unilateral and multi-lateral agencies like World Bank, ADB, Bill and Melinda gates foundation etc.

- ▶ Career Guidance from our expert Faculty who have broad industry exposure
- ▶ Conveniently paced with no requirement to take leave or time-off from present work assignments
- ▶ Upon the completion, students are expected to move into roles of higher responsibility within their own organization (if sponsored by the organization) or outside

### ELIGIBILITY & SELECTION CRITERIA

- Any candidate who has completed bachelor's degree with minimum 50 per cent aggregate or equivalent from a recognised university
- The candidate must have at least two years of full-time post-qualification work experience

***Either individual or Organisational sponsorship is permitted***

### PROGRAMME CONTENT

The programme would cover the following modules:

#### Semester I (140 hrs)

1. Financial Management
2. Marketing Management
3. Human Resource Management
4. Quantitative Techniques
5. Production and Operations Management
6. Strategic Management
7. Business Research Methods
8. Organization Behaviour
9. Project Management
10. Macro and Micro Economics

#### Semester II (148 hrs)

Specialization in any one of the subjects (Cyber Security/Business Analytics/Digital Marketing)

##### a) Cyber Security

1. Introduction to Cybersecurity: Various domains and how it plays out in various industries, sector challenges, statistics, terminology
2. Cyber threats & Cyber Security in the Digital Age
3. Cyber security - Roles & Responsibilities of various departments in the organisation

4. Cyber Laws, Cyber Crime- Protection & Prevention
5. Fake news, cyber propaganda, rumour mongering, social media
6. Cyber-attack simulation
7. Strategic & Tactical Cyber Measures
8. Personal Social Media Security
9. Live Demonstration of Hacking, phishing/spoofing, web attack

##### b) Business Analytics (AI/ML/IoT/Blockchain)

1. Applying Artificial Intelligence and Machine Learning to Business Problems
2. Machine Learning and Deep Learning in Real-Time Applications
3. Clustering and Classification Algorithms in AI: Business Application
4. Data-driven Predictions through Statistical Inference
5. Use of Business Intelligence Tools for Monitoring
6. Data Mining and Traverse Layers of Data Abstraction
7. Benefits and Challenges of applying Blockchain
8. Application of IoT in Business
9. Hands-on Practice: Data Science with RStudio, STATA, Tableau, Excel

##### c) Digital Marketing

1. Introduction to Digital Marketing
2. Digital Marketing Overview
3. Digital Marketing Channels
4. Content Marketing Basics
5. Search Engine Optimization
6. Search Engine Marketing / Google Ads
7. Social Media Overview and Basic Principles
8. Personal Branding
9. Understanding Web Analytics

### PROJECT WORK

All the students have to work on a capstone Project in the second semester and submit a report before the end of the programme.

### MODE OF CONDUCT

The programme will be conducted on a virtual mode on every Thursday, Friday, Saturday of the week (2 hrs in each day). Additionally, the participants have to spend 6 days at ASCI Banjara Hills Campus i.e., once in each semester for a period of 3 days for face-to-face classes.

In both the semesters, participants can arrive at the campus one day before the starting of the face-to-face classes.

## DURATION

The programme duration is from **September 29th 2022- August 16th, 2023.**

## CAREER GUIDANCE

All the participants will have a career guidance session and personal interview with both academic and Industry experts to get customized inputs for their career enhancement and development.

## PROGRAMME FEE

**Residential Fee: Rs. 3,50,000/-** plus GST as applicable, presently 18% per participant, for the entire course (11 months). The fee covers tuition, board and lodging (8 days), courseware (in electronic form) and other facilities of the College. A discount of 15% (for complete 11 months programme on Rs 3,50,000/-fee) shall be applicable for registrations on or before 1st September 2022.

In case a participant wishes to join for either of the semesters, the fee shall be Rs. 2,00,000/- plus GST as applicable, presently 18% per participant.

**Note:** Kindly forward us the details of Bank /Wire transfer of fee payment indicating the **Programme Code (PRG/22-23/8/23)** to e-mail: **poffice@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	Bella Vista Branch, Raj Bhavan Road, Somajiguda, Hyderabad - 500 082

**For Foreign Participants:**

Bank Account Number	62090698675
Beneficiary Name	Administrative Staff College of India
Swift Code	SBININBB327
Bank Name	State Bank of India
Branch Address	Bella Vista Branch, Raj Bhavan Road, Somajiguda, Hyderabad - 500 082
Country	India

## HOW TO APPLY

Please send the filled-in nomination form (attached) to the programmes office and kindly contact Programmes Officer for further details (contact details are given at the end of the nomination form).

## LAST DATE FOR NOMINATION/WITHDRAWAL

The last date for nomination is **September 22, 2022** and withdrawal is **September 22, 2022**. 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 on successful completion of the entire programme. For part registrations, a certificate to that effect only shall be issued.

## Programme Directors

### Dr KARNAK ROY

email: karnak.roy@asci.org.in  
Mobile: 8374509927

### Prof VENKATA EMANI

email: venkatakrishnae@asci.org.in  
Mobile: 9154826827



## Administrative Staff College of India

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

**Telefax (Programmes Office) : 0091-40-23324365**

Mobile: 9246203535, Phone : 0091-40-66534247

Fax : 0091-40-66534356

## College Park Campus

Road No. 3, Banjara Hills,  
Hyderabad - 500 034.  
Tel: 040-66720700 / 01 /02 /05  
Fax : 040-66720725

## 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

# Executive Programme in Management: New Age Digital Skills

(September 29<sup>th</sup> 2022 – August 16<sup>th</sup> 2023)

### 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 No. :	_____
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 :

NOTE : Forward nomination form to : **Mr. G. Sreenivasa Reddy, 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