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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. J Swarnalatha
Programme Director

August 29, 2022

Dear Sir/Madam,

Online International Certification Programme on **Strategic Human Resource Management**

(December 15, 2022 – June 14, 2023)

There are several challenges involved in implementing Strategic Human Resource Management (SHRM) in Indian Organizations. It is widely documented that there is significant difficulty in linking HR strategies to business goals in organizations. This programme would help HR professionals align their HR processes with organizational strategies and get an understanding of various aspects of strategic human resource management.

Keeping the above in view, the Administrative Staff College of India has launched a programme on "Strategic Human Resource Management". The aim of the programme is to equip participants with the body of knowledge of SHRM and implementing the same into demonstrable terms.

A brochure outlining the details of the above programme and other pertinent information together with a nomination form is enclosed. If you need any additional information, please do contact us.

The programme is meant for senior and middle level executives connected with the responsibility of managing human resources, including those dealing with HRD, Employee Appraisal, Man Power Planning, Employee Relations, etc.

The last date for the receipt of nomination form is December 12, 2022. Since we expect this programme to attract a large number of nominations, we advise you to send in your nomination well before this date to enable us to give due consideration. Accordingly, you can make your plans for the release of the nominee(s) for the programme. Facsimile of nomination form can be used.

Thank you for your interest and support for Management Development Programmes of the College.

Sincerely,

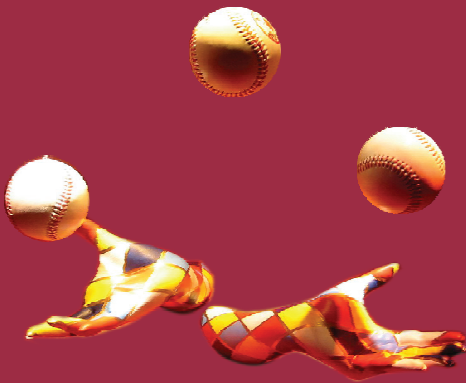
J. Swarnalatha

Encl: Brochure and Nomination Form

**6 MONTH ONLINE INTERNATIONAL
CERTIFICATION PROGRAMME ON**

Strategic Human Resource Management

December 15, 2022 – June 14, 2023



ADMINISTRATIVE STAFF COLLEGE OF INDIA

Bella Vista, Raj Bhavan Road, Khairatabad, Hyderabad-500 082, India.
Telefax (Programmes Office): 0091-40-23324365, Mobile : 9246203535
Phone : 0091-4066534247, Fax: 091-40-66534356

DELHI CAMPUS

ASCI, C-24, Institutional Area, South of IIT
Behind Qutub Hotel, New Delhi-110016.

Ph: +91-11-26962204, 26961750, 26961850, Fax: +91-11-26866097

OBJECTIVES

To help the participants upgrade their knowledge base in SHRM through exposure to emerging conceptual frameworks and methodologies.

To enable the participants to align the HRM function with organizational goals and to formulate and implement the company's strategies through a plethora of HR activities.

To develop the participants as wholesome HR professionals through exposure to best practices of SHRM in world-class organisations.

PERSPECTIVE

Human resource planning and development involves matching an employer's need for adequate levels of staffing with the employees' need for compensation and esteem. Planning for and developing a strategic workforce, while also ensuring a sufficient level of flexibility in positioning the company's human assets, are typically the responsibilities of a human resource planner. Efforts to achieve a health balance between employee and employer needs is another critical piece of human resource planning and development.

To challenge of maintaining adequate staffing levels is usually one of the most absorbing aspects of human resource planning. When working with machines and mechanical processes, it is fairly simple to replace a failed part with a new part. With people, it can be much more difficult to replace a key man or woman. When a company invests in training and grooming someone for a management position, only to see a competitor steal the person away, it is a disappointing reminder of how quickly a company's human capital may change. This is why it is likely that planning for adequate staffing will be the primary function of a human resource planner.

Often, in medium to large companies, workers may be cross-trained, and thus are able to fill different positions within the company as needed. Such flexibility in human resource allocation is prized by many companies. Some firms invest a significant amount in cross training their staff. Those working in human resource planning and development may craft and institute programs to encourage workers to be cross-trained. Employees receive the benefit

of improving their skills, while the employer has more freedom to strategically utilize the company's workforce.

CONTENTS

SHRM: Conceptual Framework

- ▶ Understanding Human Resource Management
- ▶ The Shift from Traditional role to strategic role of HR
- ▶ Business Strategy vis'a vis HR Strategy
- ▶ Understanding Business Bottom lines
- ▶ Strategic Human Resource Planning
- ▶ Recruitment, Selection and strategic on boarding
- ▶ Employee professional development - ROI based training and development
- ▶ Compensation and Benefits
- ▶ Occupational safety and health
- ▶ Organizational change and development
- ▶ Employee Engagement and Empowerment
- ▶ Strategic HRM and Workforce Productivity
- ▶ Understanding HR Audit
- ▶ HR Analytics
- ▶ Strategic HRM and Performance culture
- ▶ HR Branding and Employee branding
- ▶ HR Technology
- ▶ Competency Mapping and Employee Skilling
- ▶ Coaching, mentoring and counseling
- ▶ Industrial Relations and Labor laws

METHODOLOGY

The programme will use a learner-centric approach and a rich blend of multiple experiential methods such as group discussions, case studies, exercises, lectures, etc. The participants will be provided opportunities to develop strategic action plan documents.

1. **Weekend Classes 3+3 Hours**
2. **Assignments**
3. **Case Study Analysis**
4. **Quizzes**
5. **Group Work**
6. **Project**
7. **Online Support for 7 months**

ELIGIBILITY

Senior and middle level executives in-charge of Human Resource function, primarily responsible for core HR aspects. Senior executives from other functions and entrepreneurs will also find this programme useful.

Organisational sponsorship is essential

PROGRAMME EXPECTATIONS

- ◆ **75 ONLINE HIGH RESOLUTION VIDEO SESSIONS**
- ◆ **ACCESS TO ASCI ONLINE LIBRARY DATABASE**
- ◆ **WORLD CLASS FACULTY INTERFACE**
- ◆ **7 MONTHS ACCESS TO LMS**
- ◆ **LIFE MEMBERSHIP OF ASCI**
- ◆ **GLOBAL CERTIFICATION FROM PEARSON VUE - A GREAT CAREER BOOSTER**

KEY INFORMATION

Programme Fee

Rs. 85,000/- +GST

Payment Mode

Note: Kindly forward us the details of Bank/Wire transfer of fee payment indicating the **Programme Code (Prg/22-23/8/144)** to **e-mail: poffice@asci.org.in** for confirmation.

Bank Details

For Indian Participants :

Bank A/c 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 A/c Number	62090698960
Beneficiary Name	Administrative Staff College of India
Swift Code	SBININBB327
Bank Name	State Bank of India
Branch Address	Bella Vista, Raj Bhavan Road, Somajiguda, Hyderabad - 500082
Nostro Account (optional)	6550992180

Programmeme fee is payable by wire transfer to the College Bank account as mentioned above before the commencement of the Programme. In case of administrative delay in processing the fee, please ensure early registration of participants' name, with their email ID and mobile number and the fee following later.

LAST DATE FOR RECEIPT OF NOMINATION FORM

December 09, 2022

LAST DATE FOR WITHDRAWAL

December 10, 2022

Programme Director

Prof. J Swarnalatha

Professor

Centre for Human Resource Development

Ph: 0091-40-66534265/+91 8885550444

swarnalathaa.j@asci.org.in

ABOUT ASCI

Founded in 1956 at the joint initiative of the Government of India and industry, the Administrative Staff College of India is a pioneer in the field of post-experience management education.

Through a synergistic blend of training, consultancy and research, ASCI delivers value added training programs. Over 1,57,000 executives from Government, Public and Private sector undertakings, including participants from overseas, have crossed the portals of the College and are part of its alumni.

ASCI has partnered with the Government and industry in their capacity building initiatives and sponsored research studies. It is widely acknowledged for its contribution towards the formulation of public policy and implementation of solutions in the management of enterprises. It has a multi disciplinary team of over 35 highly qualified experts in the functional and sectoral areas of Public Policy, Urban Governance, Corporate Finance, Strategic Management, Environment, Energy etc. The capacity building initiatives of ASCI are distinguished by a unique combination of practical expertise and academic content.

ABOUT PEARSON VUE- CERTIFICATION PARTNER

Pearson VUE has been a pioneer in the computer-based testing industry for decades, delivering more than 16 million certification and licensure exams annually in every industry from academia and admission to IT and healthcare. Global leaders in developing and delivering high-stakes exams via the world's most comprehensive network of nearly 20000 highly secure test centers as well as online testing in over 180 countries. Our leadership in the assessment industry is a result of our collaborative partnerships with a broad range of clients, from leading technology firms to government and regulatory agencies. In partnership with our 450 clients, Pearson VUE delivered exams to testing candidates seeking education admission or licensure/certification in fields as diverse as finance, information technology (IT), government, health and medicine, human resources, inventory control, payroll, and other markets.

Pearson VUE is highly experienced serving professional organizations, academic institutions, and regulatory agencies. We have become the provider of choice for several prestigious certification and academic programmes and entrance programs such as the following:

- ◆ Graduate Management Admissions Test (GMAT)
- ◆ Oracle
- ◆ Cisco
- ◆ CPA Australia
- ◆ NCSBN
- ◆ UK CAT Consortium (UK Clinical Aptitude Test)
- ◆ Law National Admissions Test
- ◆ O.P. Jindal Global University (OPJGU)
- ◆ Shiv Nadar University (SNUSAT)
- ◆ Microsoft
- ◆ Google
- ◆ Facebook
- ◆ Driver & Vehicle Standard Agency UK
- ◆ PTE professional
- ◆ Data Security Council of India
- ◆ Lovely Professional University (LPU)
- ◆ Parametric Technology Corporation (PTC)- India

Pearson VUE deliver high-stakes exam that empower professions to certify and license individuals.



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College Park Campus

Road No. 3, Banjara Hills,
Hyderabad - 500 034.
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Delhi Campus

C-24, Institutional Area
South of IIT, Behind Qutub Hotel
New Delhi-110 016.
Tel: 011-26962204, 26961750, 26961850



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

Nomination Form

Online International Certification Programme on Strategic Human Resource Management

(December 15, 2022 – June 14, 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 :

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