



## ADMINISTRATIVE STAFF COLLEGE OF INDIA

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**Prof Rajkiran V Bilolikor and Prof J Swarnalatha**  
Programme Directors

March 28, 2024

### **Advanced Management Programme – 2024**

Leadership | Change Management | Innovation

**August 05-16, 2024**  
**(At ASCI, Hyderabad)**

**September 07-21, 2024**  
**(Study Tour: Rome Florence, Venice, Milan, Zurich, Paris, Amsterdam, Brussels)**

Dear Sir / Madam,

Warm greetings from the Administrative Staff College of India (ASCI)!

ASCI's Advanced Management Programme-2024 is a world-class learning experience designed to develop competencies for global leadership. The Indian component of the programme will focus on analysing the global business environment formulating global strategies, achieving operational excellence and leveraging leadership potential. The academic content of the programme will be delivered by Faculty at ASCI and Experts from industry.

The Europe component of the programme will be delivered through a synergetic collaboration with SDA Bocconi, a leading business school in Milan. The Faculty at SDA Bocconi will provide a perspective on the European economy and strategy, formulation in a global context. In Europe, the participants will be visiting global corporations to get practical insights into the application of the concepts.

AMP-2024 has been positioned to provide the competencies for fulfilling responsibilities at the Board level and CXO positions. The programme provides the participants an opportunity to interact with industry leaders and broaden their professional network through shared experience with the peer group. ASCI-AMP Alumni have benefitted from attending our earlier programmes and have been promoted to Board/CXO positions.

The enclosed brochure gives the details of the Programme.

The participants will receive two Certificates of participation – one from ASCI for the Indian component and one from SDA Bocconi for the European component.

We look forward to receiving nominations from your organisation. In case you need any further information please contact us.

Thanking you,

With best regards,

**Rajkiran V Bilolikor**  
Director – Centre for Energy Studies

**J Swarnalatha**  
Director – Centre for Managerial  
Communication & Mktg.

Encl: a/a

# ADVANCED MANAGEMENT PROGRAMME - 2024

LEADERSHIP | CHANGE MANAGEMENT | INNOVATION

**August 05-16, 2024**  
(At ASCI, Hyderabad)

**September 07-21, 2024**

**Study Tour:**

Rome, Florence, Venice, Milan,  
Zurich, Paris, Amsterdam, Brussels



**SDA Bocconi**  
School of Management





# AMP-2024

## *Leading Strategic Innovation*

### **Programme Overview**

The Advanced Management Programme (AMP) of Administrative Staff College of India (ASCI) is a world-class learning experience that is designed to accelerate the career growth trajectory of the participants aspiring for top management positions. More than 900 top executives from prominent public and private sector organisations have benefitted from the programme till date.

The programme offers a unique opportunity to reflect on the significant developments in the external business environment and their implications in the formulation of strategy. The programme is designed to provide comprehensive coverage of the process of strategic change in an increasingly complex business environment. The functional strategies in Operations, HR, Finance and Marketing, will be relevant in the changing business environment, and are deliberated through innovative methodologies by academicians and industry experts. AMP participants experience global management practices and business strategies for driving growth by working together in groups on thought provoking case studies, guided by faculty who are among the best in the world.

The programme provides networking opportunities for a select group of proven business leaders to share their experiences of achieving sustainable growth. The intensive and transformative learning experience of AMP 2024 will surely help participants to contribute towards increasing the profitability of their organisations and create value for their stakeholders.

International exposure to the world-class management practices will benefit the participants to expand their perspectives on organisational issues and subsequently help them to reach the highest echelons of decision making.



### **Impact**

- Enhance competencies to track developments in the global business environment and understand the implications for business
- Sharpen skills to steer organisations by leveraging leadership capabilities
- Develop strategies to achieve global leadership through organisational excellence and value creation

### **Participant Profile**

ASCI's AMP cohort is a selected group of senior officials drawn from the top management teams of Public & Private sector companies, and Government departments with cross-functional responsibilities, likely to assume board level positions. Past participants of AMP included CEOs, CXOs, Managing Directors, Directors, Executive Directors, General Managers, Additional General Managers and Senior DGMs on the verge of promotion from reputed Public and Private Sector organisations. Top level executives from commercial banks, finance companies and Reserve Bank of India would also benefit from the programme. Officials from Government organisations such as the Ministries, Armed Forces, and Ordnance Factory Board would also find the programme valuable.

***Organisational sponsorship is essential***

## Indian Component

The programme will be delivered in five modules. The global business environment module is designed to enable the participants to develop competencies for tracking changes in the environment and evaluate their impact on business. A vital learning objective will be to develop skills and competencies to assess growth opportunities. The core components of the programme will be the modules on Leveraging Leadership Competencies, Strategic Innovation for setting up and managing New Ventures that emphasises on competencies to drive change in a complex global environment.

The module on Operational Excellence is designed to cover the tools and techniques that would contribute towards developing and sustaining a competitive advantage.

The leadership module is designed to develop capabilities that inspire high performance teams to carry forward the business initiatives of the organisation.

## Modules & Themes

<b>Global Business Environment</b>	<ul style="list-style-type: none"> <li>▶ Global and Domestic Economic Environment</li> <li>▶ Geo-political Environment and Risk Management</li> <li>▶ International Trade – Market entry and expansion</li> <li>▶ Policy Framework Analysis: Implications for Business</li> <li>▶ Creating Value for Innovations</li> <li>▶ Global Trade and Capital Flows</li> <li>▶ Cross-cultural Leadership and Negotiation</li> </ul>
<b>Strategic Innovation</b>	<ul style="list-style-type: none"> <li>▶ Business Development through JVs and Collaborations</li> <li>▶ Environmental Implications from Regulatory Perspective</li> <li>▶ Governance Challenges in Organisations</li> <li>▶ Corporate Social Responsibility</li> <li>▶ Competitive Marketing Strategies</li> <li>▶ Leveraging Frontiers of Technology for Strategic Innovation</li> </ul>
<b>Operational Excellence</b>	<ul style="list-style-type: none"> <li>▶ Cost Leadership</li> <li>▶ Project Management</li> <li>▶ Process Excellence for Competitive Advantage</li> <li>▶ Supply Chain Management</li> <li>▶ Quality Management System</li> </ul>
<b>Leveraging Leadership Competencies</b>	<ul style="list-style-type: none"> <li>▶ Ethics and Values for Effective Leadership</li> <li>▶ Leading High Performance Teams</li> <li>▶ Global HR Practices</li> <li>▶ Cross-cultural Management</li> <li>▶ Managing &amp; Nurturing the Talent Pool</li> <li>▶ Change Management</li> <li>▶ Managing Innovation Pipelines</li> </ul>
<b>Understanding the Influence of Artificial Intelligence (AI)</b>	<ul style="list-style-type: none"> <li>▶ Overview of Module Content: Introduction to AI and its Relevance to Leadership</li> <li>▶ The Changing Landscape of Leadership in the AI Era</li> <li>▶ Benefits and Challenges of AI in Leadership</li> <li>▶ Strategies for Effective AI-Driven Leadership</li> </ul>

## International Component

The Indian component is complemented with a 4-day programme at SDA Bocconi School of Management, Milan. This programme aims at broadening the participants' perspectives on the critical trends in the economic and business environment in Europe. The business models and approaches to management adopted by the most successful European companies will be demonstrated through classroom interactions and field visits.

The programme commences with an introduction to the current economic and political context in Europe and its impact on business activities. During the following days, recent trends in the European automotive industry, environmental regulation, leadership skills (negotiation and conflict management), growth strategies via joint ventures and alliances, will be covered.

Also, the participants will have an opportunity for experiential learning through industry visits to global corporations in Rome, Florence, Venice, Milan, Zurich, Paris, Amsterdam and Brussels.

**A reputed travel agent will coordinate travel booking and stay arrangements in EU.**

### Study Tour "SDA Bocconi : Leading Strategic Change"

#### Doing business in Europe

- ▶ Welcome to SDA Bocconi
- ▶ Introduction to the European economic, business and political context. European monetary and fiscal policies and their impact on business community
- ▶ Economic and political environment in Italy and in Greece

#### Environment regulation and energy industry in EU

- ▶ Environmental regulation in Europe: recent and expected policies and their impact on the business context
- ▶ The efficiency of the environmental regulation in Italy: discussion of the policies 'impact on the companies' decisions

#### Fostering leadership skills

- ▶ Negotiation skills: a role-play
- ▶ Leadership, support and facilitation of the organisational transition processes via conflict management

#### Management toolbox

- ▶ Formation of alliances and joint ventures
- ▶ Formation of alliances and Joint ventures: case study

#### Company visits in EU

- ▶ Rome
- ▶ Florence
- ▶ Venice
- ▶ Milan
- ▶ Zurich
- ▶ Paris
- ▶ Amsterdam
- ▶ Brussels







## Alumni Speak

Distinguished Alumni of the ASCI- AMP have spoken highly about the programme. Many of the AMP participants have been promoted to CMD and ED positions.



### **Smt D Padma, Executive Director, Indian Oil Corporation Ltd**

It was indeed a privilege to attend the AMP of ASCI focused on the theme of “Leadership, Change Management and Innovation”. All the strategic issues involved in managing organisations in a globally competitive world and transforming them to become sustainable leading companies of the future were well covered. It was an enriching experience listening to the distinguished faculty with their wealth of experience. It has certainly given me a critical perspective of management practices and the need to evolve and adapt to changing times.

Special thanks to Prof. Valli and Prof. Reshmy Nair for a well-conceived programme covering both the domestic and overseas modules. Industry visits, the overseas exposure and interaction with my peers from other organisations further complemented the holistic experience of learning.

### **Shri GSSV Suresh, General Manager, NMDCLtd**

The Advanced Management Programme is very useful in gaining knowledge in evolving higher management objectives, strategy, decision making, implementation, inclusiveness, corporate ethics, corporate social responsibility, sustainable growth, digital transformation, globalisation, environment friendly operations, zero wastage, less carbon foot print etc. It was a great learning experience by associating with different set of senior executives from different PSUs, observing different socio- economic-cultural identities of European countries, interaction with global standing senior executives of MNCs/faculty of top ranked institutions etc., which will definitely create value addition in our working environment.

### **Dr. Mohit Dhawan, Chief General Manager (SBU, EZ), Hindustan Petroleum Corporation Ltd**

The Advanced Management Programme offers an extensive learning experience in Leadership, Strategic Management and Corporate Governance. The course offers opportunities to network and learn from the experiences of Industry leaders and faculties, who are exceptional in their field. It provides excellent insight into the management strategies and initiatives taken by successful organisations. The interaction at SDA Bocconi and industry visits to world’s leading companies has helped broaden the understanding of global business environment.

### **Shri Subir Saha, General Manager, Power Finance Corporation**

The AMP gave me new insights into my leadership capabilities. In professional terms it was “transformational”.

The SDA Bocconi programme was well designed and full of academic rigour which coupled with the industry visits provided a global perspective.

## KEY Information

<b>At ASCI, Hyderabad</b>	<b>August 05-16, 2024</b>
<b>Study Tour</b>	<b>September 07-21, 2024</b>
<b>Course Fee</b>	Rs. 7,50,000/- plus applicable Taxes (Subject to change depending on International Airfare)
<b>Fee Includes</b>	Boarding and lodging expenses for the entire period of stay in Administrative Staff College of India, and round-trip economy airfare (group booking) for the study tour ex Mumbai / Delhi. It also includes visa fees, airport taxes and coach expenses for official visits. <b>In case, participants are eligible for travel by Higher class; the differential airfare may be paid directly to the Travel Agent by the nominating organisation.</b>
<b>Stay Expenses Abroad</b>	<p>Lodge, boarding, out-of-pocket and sight-seeing expenses will have to be borne by the participants from their per diem, and the same will be paid directly to the travel agent concerned before the closure of the ASCI component of the programme, i.e., forenoon of <b>August 16,2024.</b></p> <ul style="list-style-type: none"> <li>• For administrative convenience, all arrangements for travel and stay will be made by ASCI. <b>No alternative arrangement will be entertained.</b></li> <li>• All the participants will travel, stay and participate in the programme together as a group.</li> <li>• Participants should possess passports that are valid at least until <b>December 2024.</b></li> <li>• The Schengen Visa rules stipulate that the passport should have been issued not earlier than ten years at the time of visa application. Issuing of VISA is the prerogative of the concerned embassy and ASCI cannot guarantee the same.</li> </ul>
<b>Last Date for Receipt of Nomination Form</b>	<b>July 29, 2024</b>
<b>Last Date for Withdrawal</b>	<b>August 01, 2024</b>
<b>Payment Mode</b>	<p>Programme fee must be credited to the College Bank account before the commencement of the Programme. Bank details are given below:</p> <p><b>For Indian Participants :</b></p> <p>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</p> <p><b>Note: Kindly forward us the details of Bank/Wire transfer of fee payment to <a href="mailto:poffice@asci.org.in">poffice@asci.org.in</a></b></p>
<b>Medical Insurance</b>	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.
<b>For further details please contact</b>	<p><b>The Programmes Officer</b>  <b>Administrative Staff College of India</b>          Bella Vista, Raj Bhavan Road,          Hyderabad - 500 082, India          Tel: +91-40-66534247, Fax: +91-40-66534356          Mobile No. : +91 092462 03535          E-mail : <a href="mailto:poffice@asci.org.in">poffice@asci.org.in</a></p>



# 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 1,69,000 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.

# SDA Bocconi

School of Management

Leading School of Management in Italy and the only Italian School present in all of the most important International rankings (Financial Times, Bloomberg Businessweek, The Economist, Forbes). For over a century, Bocconi has played a leading role in Italy's social and economic modernisation. SDA Bocconi has been engaged in the promotion and organisation of executive education since 1971, with an International approach. The School's vision of empowering life through knowledge and imagination lies behind its program offerings. Choosing SDA Bocconi means selecting a vibrant environment, the entrepreneurial, financial and industrialised center of Italy, a doorway to Europe. In short, a wealth of international contacts and opportunities. The School is an initiative of SDA Bocconi and has been launched in response to the growing competitive challenges on the global stage.

## Programme Directors

**Prof. Rajkiran V Bilolikar**  
Professor and Director  
Centre for Energy Studies  
rajkiran@asci.org.in

**Prof. J Swarnalatha**  
Professor and Director  
Centre for Managerial Communication  
and Marketing  
swarnalathaa.j@asci.org.in



## Administrative Staff College of India

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

## Nomination Form

### Advanced Management Programme – 2024

Leadership | Change Management | Innovation

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**Part A : To be filled in by the nominee**

#### Nominee's Personal Information

Name (Mr./Ms./Any Other___)				Please affix Your Photograph Here
Designation				
Date of Birth				
Address for Communication (Official)				
Phone(s)	Business :	Home:	Mobile :	
Fax	E-mail:			
Name as in Passport	Issued at	Passport No.	Validity upto	

#### Your Education (Graduation onwards)

Degree	Institution	Year	Subject

#### Your Experience in the Present Organisation

Position	Reporting to	Responsibility	No. of Years

#### Your Experience in Previous Organisation(s)

Organisation	Position	Reporting to	Responsibility	No. of Years

ASCI-AMP 2024

What are your expectatons from this Programme?

Important Management Development Training Programme Attended

In ASCI		Other Institutions		
Year	Programme Title	Institution	Programme Title	Year

**Your Health**

<p><b>Good:</b> Fit for overseas Travel Yes <input type="checkbox"/> No <input type="checkbox"/></p>	<p><b>Specify chronic ailments if any (Please list)</b></p>
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**Medical Insurance**

Name of the Insurane Agency	Policy Number	Validity upto
<p><i>Note : Coverage should be available in Hyderabad, India</i></p>		

Date :

Signature

**NOMINATION FORM**

**Part B:** To be filled in by Sponsor

**Sponsoring Organization : Business Information**

Name of the Organisation		Sector	
<b>Address &amp; Contact Numbers</b>			
	E-mail :		
Range of Services/Products			
Size (in Rs. lakhs)	Revenue	Asset Base	Employees

**Programme fee payable to Administrative Staff College of India**

Payment Amount	Mode of Payment (DD/Cheque)
Instrument Number	Date of Instrument
Name of the Bank	

**Name & Designation of Sponsoring Authority**

Signature :

Date :

**Completed nomination forms and the demand draft / cheque may please be sent to :**

The Programmes Officer  
Administrative Staff College of India  
Bella Vista, Raj Bhavan Road, Hyderabad - 500 082, India  
Phone : +91-40-66534247, Fax : +91-040-66534356 / 23324365, E-mail : poffice@asci.org.in