



## ADMINISTRATIVE STAFF COLLEGE OF INDIA

Bella Vista, Raj Bhavan Road, Hyderabad - 500 082, India  
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**Prof. J Swarnalatha**  
Programme Director

August 20, 2024

### **Strategic Human Resource Management**

**November 04 - 08, 2024 at ASCI, Hyderabad**  
**Study Tour : Malaysia and Singapore: November 09 - 15, 2024**

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 in collaboration with Malaysia and Singapore Human Resource Institute (SHRI), Singapore, 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. On completion of Indian Module at ASCI, the participants would be undertaking a study tour to Malaysia and Singapore to experience best practices followed by some of the world-class organizations through structured visits with presentations from their senior managers in different organisations.

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 **October 24, 2024**. 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.

Please note that 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 hospitalisation.

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

Sincerely,

**J. Swarnalatha**

Encl: Brochure & Nomination Form

# Strategic Human Resource Management

**November 04 - 08, 2024**  
(At ASCI, Hyderabad)

**November 09 - 15, 2024**  
(Study Tour: Malaysia and Singapore)



**ADMINISTRATIVE STAFF COLLEGE OF INDIA**

(accredited as उत्कृष्ट by Capacity Building Commission, GoI)



## PROGRAMME OVERVIEW

Strategic Human Resource Management (SHRM) is a critical function within organizations that aligns human capital with organizational goals and objectives. This program aims to provide participants with the knowledge, skills, and tools necessary to effectively manage human resources in a strategic manner.

## IMPACT

Help participants recognize the importance of Strategic Human Resource Management and understand the intricacies involved in aligning the people-management with the organizational business requirement and the changing direction of the organisation. Exposure to the best practices of HRM in world-class organizations.

## PERSPECTIVE

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 organizations.

## CONTENTS

### Module 1: Introduction to Strategic HRM

**Objective:** Understand the basics of SHRM and its role in organizational success.

**Topics Covered:**

- Definition and importance of SHRM.
- Differences between traditional HRM and SHRM.
- The role of HR as a strategic partner in organizations.
- Activities:
- Group discussion on the impact of SHRM on organizational performance.
- Case study analysis of companies with strong SHRM practices.

# SHRM-2024

### Module 2: Aligning HR Strategies with Organizational Goals

**Objective:** Learn how to align HR strategies with the overall business strategy.

**Topics Covered:**

- Understanding organizational vision, mission, and goals.
- Linking HR strategies to business objectives.
- Developing HR plans that support strategic goals.
- Activities:
- Workshop on creating HR strategies aligned with a given business strategy.
- Group exercise: Aligning HR activities with strategic objectives.

### Module 3: Workforce Planning and Talent Management

**Objective:** Develop skills in strategic workforce planning and talent management.

**Topics Covered:**

- Strategic workforce planning: forecasting and analyzing workforce needs.
- Talent acquisition strategies.
- Succession planning and leadership development.
- Activities:
- Creating a strategic workforce plan for a hypothetical organization.
- Case study on successful talent management strategies.

### Module 4: Performance Management Systems

**Objective:** Design and implement performance management systems that support strategic goals.

**Topics Covered:**

- Strategic performance management and its importance.
- Setting performance metrics aligned with business objectives.
- Linking performance appraisals to rewards and development.
- Activities:
- Developing performance metrics for a strategic initiative.
- Role-playing performance appraisal sessions.

## **Module 5: Compensation and Reward Strategies**

**Objective:** Learn how to design compensation and reward systems that drive strategic outcomes.

### **Topics Covered:**

- Strategic compensation management.
- Incentive and reward systems aligned with organizational goals.
- The role of compensation in employee motivation and retention.
- Activities:
- Designing a compensation plan that aligns with strategic objectives.
- Group discussion on the impact of reward strategies on employee performance.

## **Module 6: Employee Engagement and Organizational Culture**

**Objective:** Understand the link between employee engagement, organizational culture, and strategy.

### **Topics Covered:**

- The role of organizational culture in strategy implementation.
- Building a culture that supports strategic goals.
- Strategies for enhancing employee engagement and retention.
- Activities:
- Developing a plan to improve organizational culture.
- Group exercise: Designing engagement initiatives aligned with strategic goals.

## **Module 7: HR Analytics and Metrics**

**Objective:** Utilize HR analytics to make data-driven decisions that support strategic objectives.

### **Topics Covered:**

- Introduction to HR analytics and key metrics.
- Using data to drive strategic HR decisions.
- Measuring the ROI of HR initiatives.
- Activities:
- Hands-on workshop on analyzing HR data to inform strategic decisions.
- Case study on the use of HR analytics in strategy execution.

## **Module 8: Change Management in Strategic HRM**

**Objective:** Develop strategies for managing organizational change in the context of SHRM.

### **Topics Covered:**

- Understanding the role of HR in change management.
- Strategies for managing resistance and facilitating change.
- Aligning change initiatives with HR strategies.
- Activities:
- Developing a change management plan for a strategic HR initiative.
- Role-playing scenarios involving change management.

## **Module 9: Legal and Ethical Considerations in SHRM**

**Objective:** Ensure compliance with legal and ethical standards in strategic HRM.

### **Topics Covered:**

- Overview of employment laws and regulations affecting SHRM.
- Ethical considerations in strategic HR decision-making.
- Managing risk and ensuring compliance in HR strategies.
- Activities:
- Case study on legal challenges in SHRM.
- Group discussion on ethical dilemmas in strategic HR decisions.

## **Module 10: Global HRM and Cross-Cultural Management**

**Objective:** Explore strategies for managing HR in a global context.

### **Topics Covered:**

- Understanding global HR challenges and opportunities.
- Managing cross-cultural teams.
- Adapting HR strategies to different cultural and legal environments.
- Activities:
- Case study on global HRM strategies.
- Group exercise: Developing HR policies for a multinational organization.

## **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.

## **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***

## **OUTCOME**

By the end of the training programme, participants should be able to develop and implement HR strategies that align with organizational goals, drive performance, and manage change effectively. This program equips HR professionals with the tools and knowledge needed to contribute strategically to their organization's success.

## **LEARNING FROM STUDY TOUR**

On completion of Indian Module at ASCI, the participants would be undertaking a study tour to Malaysia and Singapore, which are very close to the Indian Cultural context. The tour is aimed at providing the opportunity to experience best practices followed by some of the world-class organizations. The tour will comprise structured visits to world-class organizations in various sectors with presentation from their senior managers in their premises. The exposure to best practices followed by world-class organizations will not only provide firsthand experience but also help participants develop new ideas, initiatives and processes that will be relevant to the participants to keep themselves abreast with the latest trends and developments in the HRM.

## **INTERNATIONAL PHASE**

The uniqueness of ASCI SHRM is its dual nature: a full-fledged, structured one-week academic programme at Hyderabad - India, which culminates in one-week, enriching overseas learning experience with structured visits to world-class organisations in Malaysia and Singapore. On completion of the programme, a Certificate of Participation is given by the College.



## KEY INFORMATION

<b>At ASCI, Hyderabad</b>	<b>November 04-08, 2024</b>
<b>Study Tour: Malaysia and Singapore</b>	<b>November 09-15, 2024</b>
<b>Programme Fee</b>	Rs.5,75,000/-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. 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>Stay Expenses Abroad</b>	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 November 08,2024
<b>Important</b>	For administrative convenience, all arrangements for travel and stay will be made by ASCI. No alternative arrangement will be entertained. <ul style="list-style-type: none"> <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 December 2024.</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>Payment Mode</b>	Programme fee must be credited to the College Bank account before the commencement of the Programme.
<b>Bank Details</b>	<p><b>For Indian Participants :</b></p> <p>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</p> <p><b>For Foreign Participants:</b></p> <p>Bank Account 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</p> <p>Nostro Account (optional)        6550992180</p> <p>Note: Kindly forward us the details of Bank/Wire transfer of fee payment to poffice@asci.org.in</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>Last Date for Receipt of Nomination Form</b>	<b>October 24, 2024</b>
<b>Last Date for Withdrawal</b>	<b>October 26,2024</b>
<b>Programme Director</b>	<b>Prof. J Swarnalatha</b> Professor and Director, Centre for Managerial Communication and Marketing 0091-40-66534265/+91 8885550444, swarnalathaa.j@asci.org.in
<b>For further details, please contact</b>	The Programmes Officer Administrative Staff College of India, Bella Vista, Raj Bhavan Road, Hyderabad - 500 082, India Tel: +91-40-66534247 Fax: +91-40-66534356 Mobile : +91 092462 03535, E-mail : poffice@asci.org.in

# ASCI

ASCI is the first management development institution set up in the country at the instance of the Government of India and industry in 1956 to impart state-of-the-art management education for practicing managers, a legacy that we proudly take forward with a strong alumni of over 1,69,000. We are proud of our alumni which includes the leaders of Indian industry and senior Civil Servants in the government, public sector undertakings to be a part of this unique organisation. We are thankful to you all for the support extended in the past and look forward to your continuing patronage in 2024-25.

Also, ASCI conducts customized programmes for Government of India, State Governments, Public Sector, Private Sector and various international organisations. Our experienced faculty bring to the table a wealth of academic credentials, rich industry exposure and act as a catalyst in the classroom discussions, case study analyses and tutorials. Our faculty also conduct international programmes which provide an exposure to the global best practices. In addition to this, faculty at ASCI also carry out large number of management research activities (typically about 100 each year) which helps them provide the much needed value addition in the training programmes. In addition, we conduct non-residential programmes at our New Delhi Centre as well as off-campus programmes at the venue of the client's choice.



## Administrative Staff College of India

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South of IIT, Behind Qutub Hotel  
New Delhi - 110 016  
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**Website: <http://www.asci.org.in>**



# ADMINISTRATIVE STAFF COLLEGE OF INDIA

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

## Nomination Form

### Strategic Human Resource Management

November 04 - 08, 2024 at ASCI, Hyderabad

Study Tour : Malaysia and Singapore: November 09 - 15, 2024

Part A : To be filled in by the nominee

Please affix  
Your Photograph  
Here

#### Nominee's Personal Information

Name (Mr./Ms./Any Other___)			
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

#### SHRM 2020

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

*Note : Coverage should be available in Hyderabad, India*

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>			
	Phone (s) :	Fax:	
	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  
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