

Prof. J Swarnalatha
Programme Director

October 01, 2024

Dear Sir/Madam,

Online Certification Programme on
Strategic Human Resource Management
(December 16, 2024 to June 13, 2025)

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 09, 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.

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

Sincerely,



J. Swarnalatha

Encl: Brochure and Nomination Form

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
- 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. Assignments
2. Case Study Analysis
3. Quizzes
4. Group Work
5. Project
6. Online Support for 2 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
- 2 MONTHS ACCESS TO LMS
- LIFE MEMBERSHIP OF ASCI

KEY INFORMATION

Programme Fee : **Rs. 90,000/- +GST**

Kindly forward us the details of Bank/Wire transfer of fee payment indicating the Programme Code (Prg/24-25/8/128) to 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 Bellavista 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 Bellavista Branch, Raj Bhavan Road
Somajiguda, Hyderabad - 500 082.

Country India

Programme 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, 2024

LAST DATE FOR WITHDRAWAL

December 13, 2024

CERTIFICATE OF PARTICIPATION

The College issues a Certificate of Participation on conclusion of the programme.

Programme Director
Prof. J Swarnalatha

Professor and Director

Centre for Managerial Communication and Marketing

Ph: 0091-40-66534265/+91 8885550444

swarnalathaa.j@asci.org.in



ABOUT 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 a 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

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



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Leadership through Learning

ADMINISTRATIVE STAFF COLLEGE OF INDIA

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

Nomination Form

Online Programme on **Strategic Human Resource Management** (December 16, 2024 to June 13, 2025)

Nominee's Contact Information

Name (Mr/Ms)	:	_____	Date of Birth:	_____
Designation	:	_____	Qualification:	_____
Organisation	:	_____		
Address	:	_____		
Phone(s)	:	Office: _____	Mobile: _____	Home: _____
e-mail	:	_____	Fax:	_____

Sponsors Details

Name of the Sponsoring Authority:	:	_____	Designation:	_____
Organisation	:	_____		
GSTIN Number:	:	_____		
Address	:	_____		
	:	_____ Pin code: _____		
Phone(s)	:	Office: _____	Mobile: _____	
e-mail	:	_____	Fax:	_____

Fee particulars

Amount Payable	:	_____	Mode of Payment (DD/Ch/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