



## **General Management Program for Senior Executives** *(Enhancing Leadership Potential for Organisational Success)*

### **HIGHLIGHTS**

- Leadership building and organisational excellence
- Androgogical methods of learning
- Culture sharing and developing collaborative methodology
- Contemporary business practices in functional areas
- Sharing best practices in focused areas of management
- Industrial visits and outbound activities

### **OVERVIEW OF THE PROGRAM**

General Management Program for Senior Executives is a flagship course offered by ASCI. It is designed and developed with extensive inputs from industry experts, senior academicians and alumni. The complex and dynamic global economic environment presents several unique and contemporary challenges for organisations and leadership. The Senior Executive Course has been suitably designed to build the competencies required by Senior Executives to effectively lead in changing times. It enables enhanced awareness and application of management strategy, principles and tools by the participants.

The program spread over 4 weeks aims to provide holistic learning experience. It is most suitable for executives/ officers/management practitioners/educators/entrepreneurs from Government, Public, Private and Social sectors poised to shoulder higher responsibilities in the succession pipeline. The program uses a combination of training methods to help the participants gain competencies and specialized skills to deliver higher level responsibilities.

The program attracts a large number of participants from various organisations in Asian, African, European and Latin American countries such as: Department of Foreign Affairs & Trade; Investment Agencies; Universities; Ministry of Live Stock; Customs Service Office; Ministry of Education; Union Civil Service Board; National Television and Radio Company; Department of Public Administration; Ministry of Administrative Development; Ministry of Information Society; Ministry of Finance; Ministry of Electricity; Ministry of Health; Ministry of Foreign Affairs; Sea Ports Corporation; Development Banks; Department of Election; Broadcasting Communications & Publication; Ministry of Emergency Situations; Police Intelligence Bureau; Ministry of Food and Agriculture; Ministry of Economy and Trade; Ministry of Railways; Ministry of Work & Public Transport; Office of the President/ Prime Minister; Ministry of Industry; Civil Aviation Authority; Ministry of Defence; Wood Craft Centre Ltd, and so on.

## **OBJECTIVES**

The objectives of the program are to:

- Provide a critical overview of the world business scenario
- Impart knowledge and provide exposure to contemporary business practices
- Build specific competencies in functional areas of management
- Enable participants to reflect and examine personal leadership processes
- Provide opportunities for collaborative networking with management experts, industry leaders, and policy makers.

## **PROGRAM STRUCTURE**

**The program is structured around the following modules and themes:**

### **1. BUSINESS ENVIRONMENT**

- Global Economic Trends and its Impact
- International Trade and the WTO
- Current Issues in Global Financial Markets

### **2. FUNCTIONAL AREAS OF MANAGEMENT**

#### **Financial Management**

- Understanding the Numbers that Drive Business
- Financial Management in Government
- Cost Concepts and Product Profitability Analysis
- Financing Decisions

#### **Operations Management**

- Projects and Contract Management
- Supply Chain Management
- Quality Systems for Operational Excellence
- Public Procurement

#### **Leveraging IT and Innovation**

- Information Technology for Process Improvements
- Knowledge Management
- Big data, Business Intelligence and Analytics

#### **Marketing Management**

- Customer Orientation and CRM
- Managing Products and Services
- Image Building and Branding
- Strategic Marketing Decisions
- Digital Marketing including Social Networking Tools

#### **Human Resource Management**

- Strategic Human Resource Management
- Performance Management

### **3. SELF-MASTERY**

- Leadership Skills Development
- Emotional Intelligence
- Enhancing Managerial and Interpersonal Effectiveness
- Team Building and Conflict Management
- Negotiation skills

- Communication Skills
- Time and Stress Management

#### **4. EFFECTIVE PUBLIC SERVICE DELIVERY**

- Environment and Land Issues
- Ethics and Values in Governance
- Corporate Social Responsibility in Global and Indian Context
- Internal and External Service Quality
- Public Private Partnership Models

#### **5. STRATEGY AND DECISION MAKING**

- Competition and Competitive Strategy
- Problem Solving
- Decision Making Skills

#### **SPECIAL FEATURES**

- Experience Sharing by Corporate Visionaries and Senior Government Officials
- Interactive and practice oriented classroom sessions
- Project based learning
- Industrial Visits
- Outbound Management component supports the learning process through team-building activities
- Sightseeing tours to places of historical prominence such as Charminar, Golconda Fort and Salar Jung Museum. The itinerary also includes a visit to Ramoji Film City, an integrated film studio complex.

#### **WHO SHOULD ATTEND**

The Program is designed to provide inputs for senior executives with work experience of at least ten years

- Senior executives in public and private sector unit
- Government officials in senior positions
- Academic administrators
- Executives in regulatory bodies, etc.
- Entrepreneurs
- Officials from the development/social sector

***Organisational sponsorship is essential.***