



asci
Leadership through Learning

Administrative Staff College of India
Hyderabad

POST GRADUATE DIPLOMA IN MANAGEMENT

(Approved by AICTE)

**Academic Brochure
2021-2023**



ASCI @ a glance

1. First management institute setup in the country way back in 1956. It is also the third oldest management institution in Asia.
2. Set up by the government in collaboration with industry
3. Initially setup as a civil services training institution
4. Today conducts training programmes for civil servants from various government departments across India and abroad and executives in industry.
5. Conducts about 200 management development programmes every year with 1,40,000 alumni in industry and in services.
6. 400 participants from 46 different countries visited ASCI last year to attend training programmes
7. Research and Consultancy in ASCI was established in 1973 with a grant from the Ford Foundation
8. Many ASCI alumni members have risen to the ranks of CEOs and CMDs of Navaratna and Maharatna Public Sector Undertakings.
9. ASCI is governed by the Court of Governors (CoG) which is headed by the former Home Secretary of the country, Shri K Padmanabhaiah IAS (Retd). The Chief Secretary, Government of Telangana and three Secretaries to the Government of India (Secretary, Department of Higher Education, Secretary, Department of Personnel and Training and Finance Secretary) are ex-officio members of the ASCI CoG.
10. The Board also consists of luminaries from industry, including Shri. B V R Mohan Reddy, CEO Cyient Limited, Shri Richard B Saldanha, former Chairman of Unilever Peru, and Shri Mohan Murty, former MD & CEO Asian Paints Limited to name a few.
11. The College has been associated with numerous reforms of the Government of India through its Research and Consultancy projects. Many policies of the Government of India have been developed on the basis of ASCI reports.





Sri K Padmanabhaiah, IAS (Retd)
Chairman
Court of Governors

Chairman's Message

It is my pleasure to present the Academic Brochure containing the details of our Post Graduate Diploma in Management (PGDM), a programme approved by the AICTE, for the academic session 2021 - 2023. ASCI is the oldest management institution in the country established by the government in collaboration with industry way back in 1956. In the last 64 years of our existence, we have made a mark in training civil servants and executives in the industry through short term Management Development Programmes and through our Research and Consultancy assignments.

Each year we conduct upwards of 200 Management Development Programmes, and many of our Research and Consultancy assignments have resulted in policy development, institutional reforms and strategic re-alignments in government and industry. Our programmes are truly global in reach and relevance. In the year 2019, participants from 46 nationalities visited our campus for management development programmes. We have alumni of more than 150,000 serving in various sectors and industries, many of whom are now CEOs and CMDs in large industry/ corporate bodies.

The PGDM programme is aimed at developing tomorrow's leaders in the industry. The two-year diploma programme, as approved by AICTE, has been designed to meet the industry's expectations from budding managers of the next generation. Many new areas are covered in the programme, including Business Analytics, Big Data, Artificial Intelligence, Corporate Social Responsibility, Innovation & Entrepreneurship Management. The programme will also allow students to take up dual specialization. ASCI has earned a great deal of goodwill and networks in the industry over the years, and this programme will benefit from this. ASCI faculty assigned for this programme is one of the best in imparting management education and they have a reputation for combining conceptual understanding and application to the real world. Industry experts are invited to provide students with real-time about the industry.

I am confident that students will outperform with the rich resources available at ASCI and evolve as great industry leaders.

Best wishes,

K Padmanabhaiah IAS (Retd)

Testimonials

Good experience, knowing the good work done by the ASCI. Wish you all the best.

M Venkaiah Naidu
Vice President of India



"I have been hearing about this Administrative Staff College for some time – in fact, since before it started I need not tell you how important I feel this institution is, not because it is the first in Asia or third in the world, but because obviously, it performs a task which is of high importance in the present state of our country – perhaps of other countries too."

- Pandit Jawaharlal Nehru

The First Prime Minister of India, during his visit to the College on 23rd October 1958

It is a great pleasure & honor to visit the Administrative Staff College of India (ASCI) and to have detailed interaction with the Chairman and faculty members. Our mid-level officers come from Bangladesh to undergo training here for a short period of time. We will jointly take efforts to promote and strengthen the fraternalties between our two institutions and two countries and above all, between our people.

Long live Bangladesh-India Friendship and co-operation. Joy Bangla-India Friendship.

- His Excellency Syed MuazzemAli

Bangladesh High Commissioner to India, NewDelhi

It is an honour to get an opportunity to address a very distinguished gathering.

- Justice J CHALAMESWAR

Former Judge of Supreme Court of India

ASCI's Advanced Management Programme (AMP) has proved to be a very popular and effective programme for higher level executives ready to take up the leadership positions in their respective industries. The blend of rich practical experience with academic inputs makes AMP one of the most useful programmes of its kind. In the last 10 years, many of our executives at the level of General Manager/Executive Director attended the AMP. They have risen to the top leadership positions in the company and have contributed in a major way to the success of NTPC.

Mr. R.S. Sharma, former CMD, NTPC

It was an honour and a privilege being here at this prestigious place of learning and deliver the first Dr Rao Oration.

- Dr. Kiran Bedi, IPS, Lieutenant Governor of Puducherry,

September 2018



Dr. Nirmalya Bagchi, Ph.D., MBA
Director

Director's Message

Dear Reader,

The Administrative Staff College of India, Hyderabad (ASCI) is a not-for-profit, public- purpose institution of repute established in 1956 under the Indian Societies Registration Act of 1860 by the Government of India in partnership with industry. It is engaged in providing education, management training, research and advisory services to the government, multilateral organizations and industry. It is a subject allocated to the Department of Higher Education, Ministry of Human Resource Development, Govt. of India as per the Second Schedule to the Government of India (Allocation of Business) Rules, 1961 (<https://mhrd.gov.in/allocation-business>). The College has the rich domain expertise and a wealth of proven experience in the capacity building and research & consultancy services. ASCI enjoys the enduring trust and confidence of Government of India, multilateral organization, and State Governments as a competent, capable and credible institution of impeccable repute. We have made a mark in our research and consultancy services too. Many of our reports have resulted in the development of policies of the Government of India. We get regular and repeat assignments from Governments, industry, UN organizations, and other multilateral organizations, which is a testament to our good quality of work.

The College has launched the two year full time Post Graduate Diploma in Management (PGDM) programme (approved by AICTE) in 2019. The programme aims to create future leaders in the field of management who have the relevant skills and attitude to face the VUCA world. A unique feature of the programme is that it allows dual specialization in both functional areas of management like Marketing, Human Resource Management, Operations Management, and in sectoral areas like Energy, Health, Urban Governance, Corporate Social Responsibility and Business Analytics & Artificial Intelligence. ASCI has World- class facilities to conduct the PGDM programme. A separate high-end computer simulation lab with adequate software has been created to enable the students to work on simulation, Big Data, and Artificial Intelligence. The programme also benefits from the good facilities in ASCI with respect to the hostel, classroom and recreational facilities like tennis, badminton, table tennis, swimming pool, etc. The programme also focuses on imparting practical skills and aims to make behavioral changes through non-credit courses like digital marketing, public speaking, personal effectiveness coaching, mathematical modeling, and other such market relevant topics that are oftentimes missing in the curriculum of other B-schools. The programme also benefits from the location of ASCI. which is in the heart of Hyderabad, a thriving metropolis with a growing I.T., Pharma. and ITES industry. Many top executives of the local industry regularly interact with the students and deliver lectures to them, further enriching the course and making the students market ready. The students are also encouraged to conduct seminars and conferences on current interests, which helps them developing managerial and leadership qualities. Regular industry exposure visits are organized for the students so that they may gain from real life exposure. ASCI is also proud that in the programme a constant focus is maintained on developing and nurturing a good value system. As you flip through the pages of this document, you will get an idea about our rich heritage and competencies.

I wish you happy reading!

Best wishes,

Dr. Nirmalya Bagchi

Uniqueness of PGDM Course

- ◆ **DUAL SPECIALISATION**
- ◆ **29 CREDIT & 4 NON-CREDIT COURSES**
- ◆ **FINANCE, HR, MARKETING, URBAN AND ENERGY MANAGEMENT**
- ◆ **EMPHASIS & FOCUS ON USE OF BIG DATA & ANALYTICS**
- ◆ **UNIQUE BLEND OF CLASSROOM TEACHING, EXPERIENTIAL EXERCISES & PEER LEARNING.**
- ◆ **EXTENSIVE INDUSTRY INTERACTION IN THE FORM OF GUEST LECTURES, PUBLIC SPEECHES & CONFERENCES.**

PGDM @ A GLANCE

1. The programme is approved by AICTE.
2. The programme will enable students to acquire dual specializations.
3. The programme will have great emphasis and focus on the use of Big Data and Artificial Intelligence for making managerial decisions.
4. Apart from traditional specializations in Human Resource Management, Marketing Management, Finance Management and Operations Management, the programme will allow students to take up new areas of specialization.
5. The student can acquire specialization in functional areas of management as well as in sectoral areas of Energy Management, Urban Infrastructure Management, Health Systems Management.
6. The programme will be delivered by the best teachers and trainers of ASCI who have shaped top management executives in many corporations.
7. The programme aims to provide global exposure to students.
8. The programme is designed for preparing managers for high growth sectors of the economy.
9. Eligibility will be graduates in any discipline with a minimum of 50% aggregate marks and a valid score from any of the management entrance exams approved by AICTE, viz, CAT/XAT/MAT/ATMA/CMAT/GMAT and any other qualifying exam(as per AICTE).

Course Highlights: The course is spread over four semesters. It is a unique blend of classroom teaching, practical training and experiential exercises, field visits, extensive industry interface in the form of guest lectures, conferences, and course modules taught by industry experts. The first year, spanning two semesters aims to cultivate multidisciplinary skills, communications skills, and core management disciplines.

Course Curriculum

The curriculum consists of compulsory courses as well as electives. In the entire 2-year programme, the students will have to take 33 courses. Of these, 29 courses are compulsory, and 4 are electives.

Dual Specialization: Each student can choose a dual specialization. The specialization subjects may be from functional areas of management or in sectoral areas.

The following specializations are being offered

Functional Areas

1. Human Resource Management
2. Marketing Management
3. Financial Management
4. Operations Management
5. Innovation & Entrepreneurship Management
6. Artificial Intelligence & Data Analytics

Sectoral Areas

1. Energy Management
2. Health Systems Management
3. Urban Infrastructure Management

Internship and Dissertation: Each student will have to undergo an internship with an organization at the end of the 2nd semester for three months. Also, they will also have to conduct a dissertation at the end of the 4th semester.



PGDM - Summary of the Course Curriculum

Semester-I	Semester-II		Semester-III	Semester-IV
Credit				
1. Corporate Financial Reporting & Analysis	1. Cost Management & Corporate Finance	Summer Internship April-June, 2022	1. Data Visualization Using BI Tools and introduction to Machine Learning	1. Big Data-2
2. Organisation Behaviour- I	2. Business Law		2. Project Management	2. Spl-1: Paper 1
3. Managerial Economics	3. Organization Behaviour – II		3. Spl-1: Paper 1	3. Spl-1: Paper 2
4. Quantitative Methods	4. Marketing Management		4. Spl-1: Paper 2	4. Spl-1: Paper 3
5. Management Information System (MIS) and Basics of Computer Based Analytics	5. Research Methodology		5. Spl-1: Paper 3	5. Spl-2: Paper 1
6. Production and Operation Management	6. Supply Chain Management		6. Spl-2: Paper 1	6. Spl-2: Paper 2
	7. Human Resource Management		7. Spl-2: Paper 2	7. Spl-2: Paper 3
	8. Strategic Management		8. Spl-2: Paper 3	
Non Credit				
1) Principles & Practices of Management in the Industry	1) Digital Marketing		1) Analysis of Data using Advance Excel	
	2) Managerial Communication/ Public Speaking			



Shri Jayesh Ranjan, IAS
Principal Secretary
Industries & Commerce and Information
Technology
Government of Telangana

Chairman of Advisory Board



He holds a Ph.D. in Business Management and a Masters in Business Management.

Dr. Nirmalya Bagchi, Ph.D, MBA
Director

ASCI-PGDM Faculty



Prof Srinivas Chary V
Center Director
Urban Governance
M.Tech, P.G. Dip. in
Urban Environmental Planning



Dr. Harsh Sharma
Director
(A/C) Cips, Ph.D., MBA



Prof. Raj Kiran Bilolikar, B.E
MBA (Power Management,
PG (Advanced Computers)



Dr. Usha Rama Chandra, Ph.D.
Center Director- Energy Studies



Dr. Valli Manickam
MSc, M.Phil, MCA
Ph.D. (Environment)



Prof. Vilas Shah
B.Tech, M.Tech
in Industrial Engineering
and Operational Research



Prof. BVN Sachendra
B.Tech, MBA



Dr. Madhusoodanan PR
Master's Degree in Economics
and Econometrics, Ph.D. in
Financial Economics



Dr. Y Malini Reddy
Ph.D., PGDGMT,
BA (Hons Economics)



Dr. Shahaida P, Ph.D.
MBA, MPhil



Dr. Subhashini P
Ph.D. (Psychology),
MA (Psychology -OU) MHRM-PU



Mr. Karnak Roy
B.Tech (CSE), MBM-CU
Ph.D. (Calcutta University (P))



Dr. Saswat Kishore Mishra, Ph.D.
Economics-IIT Kharagpur



Dr. Subodh Kandamuthan
Director
Ph.D. (Health Economics)
M.Phil (Applied Economics)
MS Development Economics

Venue and Facilities

Programme Venue: The programme will be conducted in the College Park Campus located in Banjara Hills, in the heart of the city.

Learning Aids: The campus has full-fledged, well-equipped air conditioned conference / Lecture rooms accompanied with facilities like computers, Internet, Audio-Visual facilities and Office- Automation aids, etc.

Computer based Business Simulation Lab: Well equipped 30 high-end terminals for conducting business simulation and analytics lab using the latest software tools.

Auditorium: The campus has a large auditorium that hosts various events like Guest Lectures, Academic Conventions, Cultural Programmes and Annual Convocations. It has a seating capacity of three hundred participants and state-of-the-art Audio-Visual facilities.

Residential Facilities: The campus is equipped with comfortable and safe boarding facilities for students. The non a/c double occupancy rooms are well suited for student life.

In-Campus Boarding Facilities: The campus has full-fledged dining facilities. Breakfast, Lunch, and Dinner are served for residents at specified hours. Vegetarian and Non-vegetarian dishes are served.

Wi-Fi Enabled Campus: The campus has a good computer network and dedicated High-Speed Internet connectivity and it is fully Wi-Fi enabled.

Digital Library: ASCI has one of the finest libraries with a rich collection of books, journals, and Audio-Visual resources on various aspects of functional, sectoral, and general management.

It is a hybrid library with over 80,000 books and other Knowledge Resources, newspapers, dictionaries, reference books, audio-visual materials, and electronic resources such as e-journals and databases. It also offers services such as reference service, research support, circulation, document delivery, databases training support, user, bibliographic service, online catalogue, selective dissemination of information, current awareness service by providing new arrivals of books.

Outbound Learning: The classroom sessions are complemented and supplemented by exposure visits that ASCI organizes for the students. Exposure visits to various organisations enable students to understand and appreciate, the concepts they have been exposed to and gain a hands on experience of the organizational challenges and situations typical of real-life scenarios.

Extracurricular Activities: ASCI organises various curricular and extracurricular events such as conferences, workshops, competitions, management festivals, cultural programmes, get-togethers as well as sporting events for the students.

Sports and Games: A gamut of sports and games activities are available for students like swimming, billiards, chess, tennis, table tennis, badminton, carroms, croquet, etc. Students are encouraged to use the on-campus gym facilities.

Placement Assistance: The Programme has a dedicated Placement Cell with qualified and experienced professionals. The Placements Cell nurtures excellent corporate relations with a wide network of organisations. Duly leveraging the reputation and standing of ASCI, the high-quality of the programme as well as the knowledge-base and skill set that the students would be endowed with at the end of the two-year programme, the Placements Cell provides extensive assistance to students to explore a variety of career options.

Internship

We are happy to announce that the Batch of 2019-21 PGDM students have secured internships across several reputed organizations.

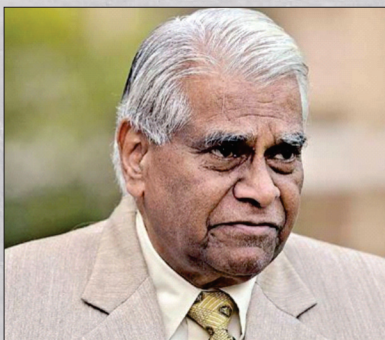
We express our thanks to the organizations below for providing our students with internship opportunities.



ASCI PGDM 'INDUSTRY CONNECT' AN INITIATIVE FOR INTEGRATED LEARNING.

'Industry Connect' program initiated by ASCI-PGDM helps the students to interact with Industry Stalwart frequently. From these interactions, students understand the current trends in management, Innovative & best management practices of various organisations. Ethics and Leadership traits are also given paramount significance.

Notable Speakers at The Industry Connect Programme



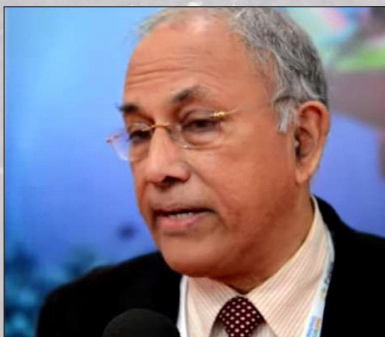
Shri K. Padmanabhaiah, IAS (Retd)
Chairman, ASCI,
Former Home Secretary-GOI,



Mr. B V R Mohan Reddy,
Founder and Executive Chairman,
CYIENT



Mr. S Siva Kumar
Group Head-Agri & IT Businesses
ITC Limited



Mr. Richard B Saldanha
Former Chairman, Unilever
Peru



Mr. Rahul Bhardwaj
Executive Director, IOCL
Telangana & AP

Notable Speakers at The Industry Connect Programme



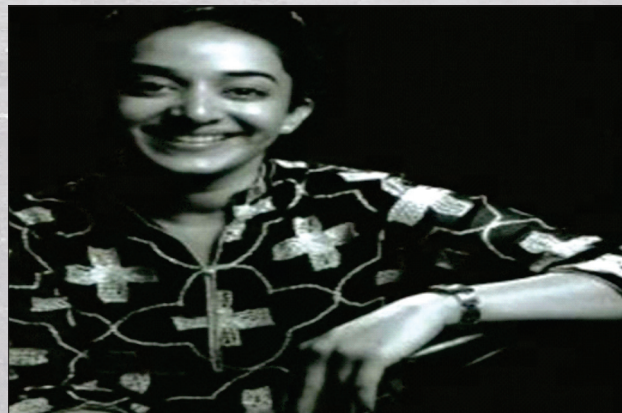
Prof. Lant Prichett,
Research Director at the Blavatnik School of Government,
University of Oxford



Mr. Prashanth Kishore
Vice President - HR
Aizant Drug Research



Ms. Ruthumbarra
Zonal Head, Bharathi Airtel



Mrs. Shivani Mallik
Woman Entrepreneur, London



Mr Varun Ellanki
Founder, Ellanki Digital Marketing

Spotlight Events



AICTE and ASCI, both are ahead of times, said **Prof. Anil Sahasrabudhe**, Chairman - AICTE while addressing 64th Foundation Day of Administrative Staff College of India (Estd. 06.12.1956) as Chief Guest.



MR. M VENKAI AH NAIDU,
Vice President
of India Visit to ASCI

Dr. Nirmalya Bagchi,
making a presentation to
Hon'ble Vice President
at Conference hall, Bella Vista





PANEL DISCUSSION ON POST BUDGET ANALYSIS -2020

In collaboration with
Federation of Indian Chambers of Commerce
and
Industry (FICCI) & International Business Development Office (IBDO).



Clubs at ASCI PGDM



Student entrepreneur of ASCI-PGDM gifting his startup apparel to KTR, Minister of IT, Municipal Administration & Urban Development-Telangana.



Each One! Teach One! An initiative from CSR Club to teach ASCI workers children basic communication skills & School Subjects.



Blood Donation Camp on 26th Jan 2020 at Bella Vista

PANEL DISCUSSION



A panel discussion on 'Magnitude of CSR' was organised during the annual fest, Mr. Konda Vishveshwar Reddy, Ex MP; Mr Raj Janagam, Founder T-SIG; Mr. S Suman, Head Rural Livelihood Program-DRF; Mr. Bibuthi Pradhan, General Manager, IOCL were the panel members. Panelists gave an outline about the best CSR practices in the industry and ways to leverage them for achieving organisation goals.



Programme Fee Structure

Fee Installment Plan for PGDM- Tuition Fee:

Particulars	Amount (Rs)	Due Date of Payment
First Instalment	1,00,000	To be paid within 7 days of admission confirmation
Second Instalment	4,00,000	August 2021
Third Instalment	2,50,000	December 2021
Total Tuition Fee	7,50,000	

- ▶ The hostel fee for residential students is Rs 1,25,000/- extra (double occupancy). Catering and food provision charges for residential students are Rs 1,25,000/- extra.
- ▶ Will facilitate educational loan by providing the required documents from the institution's end.
- ▶ All fees are non-refundable.
- ▶ Online payment details will be provided on request.

Eligibility Criteria for Admissions

Graduates in any discipline with a minimum of 50% aggregate marks.

Candidates are required to qualify in the CAT/XAT/MAT/ATMA/CMAT/GMAT and any other qualifying exam (as per AICTE). Selection shall be based on a combination of factors, including academic credentials, scores in the qualifying examination. Personal Interview and a demonstrated interest in the management field.

Application forms can be downloaded from www.ascipgdm.in. The filled-in forms should be submitted online with an online payment or posted with a demand draft for Rs 1000/- in favour of "Administrative Staff College of India" payable at Hyderabad.

Last Date of Issue & Receipt of Application Forms : 31st March, 2021

Group Discussions and Interview:

Final Result:

Session Begins:



Infrastructure



Bella Vista, Main Campus



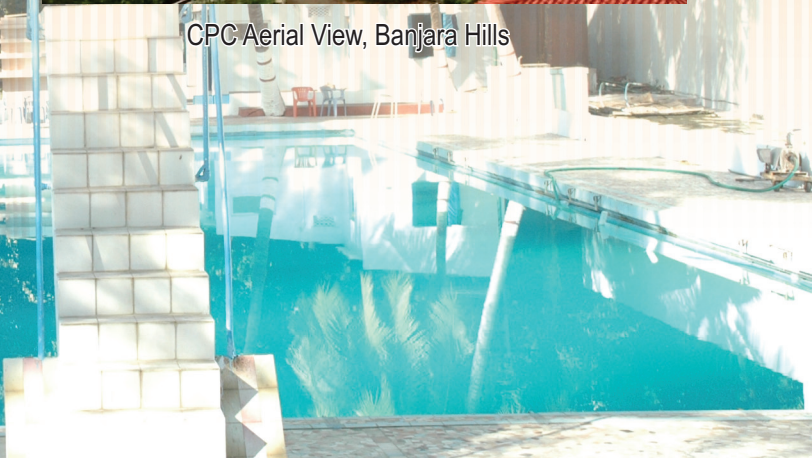
College Park Campus, Banjara Hills



Heritage Dining Hall, Bella Vista



CPC Aerial View, Banjara Hills



Our Value Statement

*Let us be together
Let us interact together
And may our minds
Comprehend together*

These lines from the Rigveda reflect the philosophy of ASCI and the inspiration that guides us.



For further details contact:

SWETHA PEDDADA

Admissions and Placement Officer

Administrative Staff College of India

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Email: admissions.pgdm@asci.org.in / swethap@asci.org.in

Institution Website: asci.org.in | Programme Website: ascipgdm.in