



**asci**  
*Leadership through Learning*

**Management Development Programme**

for

**Women Executives**

January 4-8, 2010



**Administrative Staff College of India**

## BACKGROUND

Women Executives face new challenges as organizations are adapting to a more competitive environment by becoming less hierarchical, more flexible and team oriented. In the changed business environment, it is necessary that they enhance their managerial capabilities, share business experiences, build their own networks and establish credibility if they are to emerge as successful executives. The literature on women in management has extensively focussed on the glass ceiling phenomena, the social and organizational problems, their attitudes, their strengths and weaknesses.

This programme is designed to provide women executives with basic appreciation of the business processes to enable them to prepare for the challenging roles of the future. In addition, the programme explores wide ranging issues which facilitate or impede a woman's career advancement in an organization. The difficulties encountered by women in integrating dual roles and the influence of gender differences in management and leadership styles will also be covered. Keeping the needs of women executives in mind, the programme has been designed which will contribute to their personal as well as career development and success.

## OBJECTIVES

- ▶ To enhance the effectiveness of women professionals as managers in organizations and help develop competence.

- ▶ To provide opportunity to explore, discuss and find solutions to gender specific issues in the organization context.
- ▶ To help participants develop a macro understanding of the business environment and different functional areas.
- ▶ To develop practical Action Plans using approaches that will work in their organization.

## PROGRAMME CONTENT

- ▶ Recent developments in the environment and their implications for Women Executives.
- ▶ Concepts in Strategy, Marketing, Finance, IT and Human Resource Development.
- ▶ Sharpening certain managerial skills like leadership, communication, empowerment etc., in order to be effective.
- ▶ Explore and find some feasible solutions to the gender related issues, those of which have impact on their career advancement.

## WHO WILL ATTEND

Women Executives in the corporate sector including banks, occupying middle to senior level positions (women in the management cadre only). Women Executives in Government departments and organizations involved in the promotion and welfare of women can also participate (management cadre only). Management Consultants,

Legal Experts, Entrepreneurs and other professional women would also find this programme useful.

***Organisational Sponsorship is Essential.***

## **METHODOLOGY**

The methodology will comprise of lectures, exercises, simulations, films, case studies, group discussions and panels.

## **FACULTY**

The Programme will be conducted by Professors from ASCI as well as eminent speakers from Industry, Banks and Government.

## **VENUE**

The Programme is fully residential and the participants will be accommodated in single air-conditioned rooms in the Bella Vista or the College Park Campus of the College at Hyderabad. The College does not provide accommodation for the family. Transport between Airport / Railway Station and Campus will be arranged by the College.

## **DURATION**

The Programme duration is from **Monday, January 4, 2010 to Friday, January 8, 2010**. The participants are expected to arrive a day before the commencement and may leave after the conclusion of the programme.

## **PROGRAMME FEE**

**Rs. 30,000** (US \$ 950, if foreign) plus Service Tax @ 10.30% per participant will be charged to cover tuition, board, and lodging, courseware and other facilities of the College, including Internet usage. Local participants not availing hostel accommodation will be given a discount of Rs. 1,000/- per day for the duration of the programme.

A concession of ten per cent is given to the second nominee and onwards.

***The College is exempted from Income Tax, and hence TDS should not be deducted.***

## **LAST DATE FOR NOMINATION**

The nomination form duly filled in along with the Demand Draft made out in favour of "**Administrative Staff College of India**" payable at Hyderabad should reach the **Programmes Officer** by **December 21, 2009**.

## **LAST DATE FOR WITHDRAWAL**

**December 28, 2009**. Any withdrawals after this date will entail forfeiture of the fee paid.

## **ASCI ALUMNI ASSOCIATION**

Participants of College Programmes will automatically become members of ASCI Alumni Association.

## **CERTIFICATE OF PARTICIPATION**

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

## **Programme Directors**

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