

Programme on Strategic Finance for Non-Finance Executives (November 12 - 14, 2025)



Administrative Staff College of India
(accredited as उत्कृष्ट by Capacity Building Commission, GoI)

PROGRAMME OVERVIEW

Understanding financial concepts and applying financial skills are essential for effective corporate management across all functional professionals in an organisation. This programme is specifically designed so that non-finance professionals can integrate financially-oriented decisions into their operational effectiveness to achieve strategic organisational objectives. This knowledge will empower executives in areas such as Sales, Marketing, Human Resources, Operations, and Production to learn and apply crucial financial skills that drive overall organisational effectiveness.

The core purpose of this programme is to equip non-finance executives with the financial knowledge and strategic perspective necessary to meaningfully contribute to business planning, investment decisions, and value creation. This "Strategic Finance for Non-Finance" programme is specifically crafted for professionals from non-financial backgrounds who need to confidently navigate financial statements, make informed operational decisions, and drive robust business growth. Participants will gain a fundamental understanding of core financial concepts, learn the principles of financial statement analysis, and master the use of key financial metrics for strategic decision-making. Furthermore, the curriculum is designed to integrate emerging core concepts such as AI/ML (Artificial Intelligence/Machine Learning) in finance and Sustainable/Climate Finance, ensuring participants are fully prepared for modern business challenges.

PROGRAMME OBJECTIVES: Upon completion, participants will be able to:

- **Read and Interpret** key financial statements and company performance metrics.
- **Analyse** the financial impact of strategic business decisions.
- **Evaluate** investment opportunities using capital budgeting techniques.
- **Understand** and manage working capital and key drivers of cash flow.
- **Understand** the contemporary topics like Sustainable/Climate Finance, ESG Risk and AI.
- **Apply** financial knowledge to contribute to strategic planning and value creation.

PROGRAMME CONTENT

Day-1:

- Basic Financial Concepts for multiple functionary professionals
- Understanding Company Financial Statements
- Analysis of Balance Sheet, Income Statement, and Cash Flow Statement
- Financial Ratio Analysis

Day-2:

- Financial Management
- Capital Budgeting and Investment Appraisal
- Working Capital Management
- Cost Management and Budgeting

Day-3:

- Financial Systems and Markets
- Financial Planning
- AI/ML in Finance
- Sustainable/Climate Finance and ESG Risk

METHODOLOGY

The programme adopts an interactive and practice-oriented approach, incorporating classroom lectures, case-based learning, and peer-sharing. Sessions will be designed to foster active engagement and application of learning through real-world scenarios.

FACULTY

The programme will be led by Dr. Madhusoodanan P. R., Professor and Director of the Centre for Economics and Finance, who brings extensive national and international experience across academia, policymaking, and the financial industry. The faculty team will also include industry experts, seasoned practitioners, and experienced faculty members from the ASCI, offering a rich blend of theoretical knowledge and practical insights.

PARTICIPANT PROFILE

The programme is suitable for Trainee, Middle-level, and Senior-level executives from functional roles across an organisation, including Sales, Human Resources, Marketing, Operations, Production, IT, and ESG/Sustainability.

Organisational sponsorship is essential

VENUE

The programme is fully residential and the participants will be accommodated in air-conditioned single occupancy rooms. The college does not provide accommodation for the family. The college is Wi-Fi enabled in a comprehensive way.

DURATION

The programme duration is 3 days starting from **November 12 - 14, 2025**. The participants are expected to arrive a day before commencement and may leave after the conclusion of the programme.

PROGRAMME FEE

Residential Fee: Rs. 43,700/- (US \$ 683 for foreigners) plus GST as applicable (presently 18%) per participant. The fee covers tuition, board and lodging, courseware (in electronic form) and other facilities of the College including internet usage.

Non-Residential Fee: Rs. 37,700/- plus GST as applicable (presently 18%) per participant. The fee covers tuition, course ware (in electronic form) working lunch and other facilities of the College including internet usage.

A discount of 10% on the Programme fee for three or more participants from the same organisation will be given, provided the payment is credited into our Bank account before **November 10, 2025**.

Note: Kindly forward us the details of the Bank/ Wire transfer of the programme fee through email 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

MEDICAL INSURANCE

The nominees are requested to carry with them the proof of Medical Insurance. The sponsoring agency is required to endorse the nominees' medical coverage in the event of hospitalization

LAST DATE FOR NOMINATION

Please use the prescribed/attached form. Last date for receiving nominations is **November 05, 2025**. Kindly contact Programmes Officer for further details (contact details are given at the end of the nomination form).

LAST DATE FOR WITHDRAWAL

November 07, 2025. Any withdrawals after this date will entail forfeiture of fee paid, if any.

ASCI ALUMNI ASSOCIATION

Participants of the College programmes will automatically become members of the ASCI alumni association.

CERTIFICATE OF PARTICIPATION

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

Programme Directors

Dr. Madusoodanan P R / Dr. Egurla Kishan

Email: mpr@asci.org.in / ekishan@asci.org.in

Administrative Staff College of India (ASCI) is taking all the precautionary measures and following all the norms (in light of COVID 19) to provide a safe environment for the participants who are visiting our Campus to attend the Training Programmes.



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 1,76,500. 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 2025-26.

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

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

Telefax (Programmes Office) : 0091-40-23324365

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College Park Campus

ASCI, Road No.3, Banjara Hills,
Hyderabad-500 034, Telangana, India
+91-40-66720700/01/02/05
+91-40-66720725

Delhi Campus

ASCI, C-24, Institutional Area, South of IIT
Behind Qutub Hotel, New Delhi-110016.
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+91-11-26866097



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Leadership through Learning

ADMINISTRATIVE STAFF COLLEGE OF INDIA

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

Nomination Form

**Programme on
Strategic Finance for Non-Finance Executives
(November 12 - 14, 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	:	_____		
	:	_____ Pincode: _____		
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	_____

Medical Insurance:

Name of the Insurance Agency	Policy Number	Validity upto
_____	_____	_____
Note: Coverage should be available in Hyderabad, India.		

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**