

Three Months Residential Programme on Professional Skills Development

(General Management, Personality Development
and Communication Skills)

- Part of Articleship training
- No need for separate GMCS
- Special Campus Interview
- Concessional Finance from Bank Available
- Limited Seats
- Highly Subsidized



The Institute of Chartered Accountants of India
NEW DELHI

The Institute has decided to organise a three months residential programme for CA students particularly who have recently passed the Final examination or are undergoing the Final Course. The programme will help the students in imbibing the professional skills required for effective functioning in business organisations and profession. The Programme would focus on development of communication skills, personal qualities, interpersonal and teamwork skills, working in a complex and turbulent environment, problem solving skills and leadership skills.

The course would be organized by the Institute and would be administered by the National Institute of Financial Management, Faridabad (NIFM). The faculty would be drawn from NIFM, academia, industry and the profession.

Objective of the course

To help CA's in imbibing the professional skills required for effective functioning.

Course Content

The programme would be divided in six modules covering:

- Developing personal traits
- Corporate communications
- Strategic management
- Practice development and management
- Professional business environment
- Multi-disciplinary case studies

The programme would also include extra-curricular activities (study tour/industrial visits, yoga, meditation and cultural activities).

Course methodology

Modern education techniques would be used to make learning wholesome and interesting. The methodology will involve:

- Class/group Discussion
- Management Games
- Role Plays
- Simulation Exercises
- Case Studies
- Project preparation

The students would have access to high quality 24×7 computer facility of NIFM



General Management and Communication Skills

Students of this programme would not be required to undergo GMCS course separately.

The course duration to be considered as part of Articled Training

Under Explanation (2) to Regulation 59 of the Chartered Accountants Regulations, 1988 participation in the Three Months' Residential Programme on Professional Skills Development will be considered equivalent to undergoing articled training. Thus the period during which the training is undergone will be considered as part of Articled Training.

Venue

The programme would be completely residential in the campus of the National Institute of Financial Management, Sector 48, Pali Road, Near Badkhal Lake, Faridabad.

Date

The programme is scheduled to start from 28th April, 2008 and will be of 12 weeks duration.

Campus Interview

Special Campus interview for participants of the programme will be held.

Financial Assistance

Concessional Financial assistance in the form of a loan from banks to finance the course is also available.

Course Fee

Rs. 48,000 per participant. The course fee includes tuition fee, course material, computer time, boarding, lodging (on single/double room sharing basis), local field visits, etc. Being the first course, the ICAI has subsidized the programme heavily.



SYLLABUS

Part A **Developing Personal Traits**

I. Behaviour in Organisations

Attitudes, Values and Perception

Working with Positive Attitudes

Values and Personal Ethics

Self-Esteem - Taking Directions and Accepting Criticism

Self-Motivation and Initiative

Building Self Esteem and Assertiveness Skills

Adaptability

Recognizing Strengths and Working with Limitations

Overcoming Obstacles

Recognition of and Respect for Diversity and Change

Personality Development

Personality Clashes

Time Management

Get Organized for Peak Performance

Business Etiquette

Conflict Resolution: Dealing with Difficult People

Accepting Change and development

Etiquettes and Manners

Proper attire

II. Dealing with people

Critical Elements of Serving people

Etiquettes in dealing with people

The art of Negotiation

Positive relationships with bosses and other seniors

III. Team Building

Team spirit and Bonding

Developing Relationships

Team Performance Development

Building Trust, Confidence and Interdependence

V. Stress Management Skills

VI. Emotional Intelligence

VII. Rising in Corporate Ladder



Part B

Corporate Communications

- Role of Communication in Business, Objectives of Communication, The Process of Human Communication, Media of Communication, Written Communication, Oral Communication, Face to Face Communication, Visual Communication, Audio Visual Communication Skills, Understanding Cultural Effects of Communication, Barriers of Communication.
- Managing Organization Communication, Formal Communication, Informal Communication, Intra and Inter Personal Communication, Models for Inter Personal Communication, Exchange Theory, Johari Window and Transactional Analysis. Managing Motivation to Influence Interpersonal Communication, Inter Personal Perception, Role of Emotion in Inter Personal Communication, Communication Styles, Gateways to Effective Interpersonal Communication.
- Business Writing Skills, Significance of Business Correspondence, Essentials of Effective Business Correspondence, Business Letter-Structure and Forms, Oral Presentations, Meetings, Telephone Communication, Use of Technology in Business Communication: E-mail Messages.
- Report writing - meaning and significance, structure of reports, negative persuasive and special reporting, Informal reports proposals, formal reports, organization of press report.
- Communicating Effectively - Advanced Writing Skills, Communication Strategies, Eye Contact, Active Listening, Effective Presentation, Public Speaking, Conquering Your Fear of Speaking in Public, Speaking Under Pressure, Business Presentation Skills, Email Etiquette, Arbitration and Conciliation
- Communication with Media- Preparation of Press Release, Handling Press Conference

Part C

Strategic Management

I. Introduction to General Management

Planning; Organising, Direction, Control; Role and responsibilities of managers at different levels; Working with Teams; Office Etiquette and Discipline; Interpersonal Skills and Relations; Human Resources Management; Time Management; Office Procedures and Manuals; Business etiquette.

II. Meaning and Nature of Strategic Management

III. Making a Strategic Choice

Strategy Alternative, Strategic Analyses, Strategic Decisions

IV. Strategy Implementation and Control

VI. Leadership Development

Traits of an effective leader
Creativity and Innovation
Nurturing Followers
Solving Problems and taking decisions

V. Contemporary issues in strategic management.



Part D
Practice Development and Management

I. Management of Clients - CRM Approach

Relationship Management
Networking
Being valuable to the clients

II. Charging right fees

III. Using Information Technology

Electronic Networking
In-sourcing

IV. Professional Firm Life-Cycle

Organisation of the Office
Office administration
Business Development
Partners
Succession issues
Merger and Demerger of firms



VI. Developing Knowledge base Increasing the firm capabilities

VII. Professional ethics.

VIII. Development of New Services

Electronic Commerce
Risk Assessment
Performance Management
Intellectual Capital
Systems Quality

Part E
Professional Business Environment

I. Business Environment

Different elements of the Environment
Scanning and Analysing Business Environment for strategic perspective

II. Evaluation of Indian culture, History and Indian Political System



III. Management Consulting

IV. Changing facets of CFO

V. Environmental pressures

Working within and avoiding hostile pressures

Adapting and initiating change for organisational growth

VI. Global Economic and Business Environment



Part F

Multi- Disciplinary Case Studies

Multidisciplinary Case Studies in the area of Accounting, Auditing, Tax laws, corporate laws, Financial Management, etc. Contemporary cases would be included based on the latest developments in the industry. With the help of such cases students should be able to understand cross-functional implications of strategic and other issues that are of relevance to the profession.

The Cases may cover:

- Merger, Demerger
- Takeovers
- Financial Innovations
- Risk Management
- Corporate Intelligence
- Knowledge Management
- Tax Planning
- SOX
- Global Business Environment

Part G

Extra Curricular Activities

Study tour / Industrial Visits

- Study tour, Industrial visits and meeting with renowned people in the industry shall be conducted to provide exposure to the actual functioning of organisations.

Additionally following activities shall be taken on routine basis through out the course

- Physical Exercises/Aerobics
- Yoga
- Meditation
- Cultural Activities



National Institute of Financial Management (NIFM)

The programme is administered by NIFM. The NIFM was set up in 1993 by the Government of India with the Finance Minister, Government of India as the President of the society. NIFM has evolved itself as a centre of excellence in the areas of Financial Management and related disciplines. It regularly conducts Management Development Programmes for the officials of Civil Services, Central and State Governments. NIFM addresses the requirements of both public and private sector. It also offers Post Graduate Diploma in Business Management (Financial Management), Consultancy, Research and International Training Programmes.

Campus

The campus of NIFM is located in Faridabad. Spread over an area of 42 acres, the campus is beautifully landscaped and is frequently visited by native and migratory birds. The large and sprawling stone building of NIFM houses spacious classrooms, faculty rooms, management and administrative wings of NIFM. Residential accommodation for participants of various courses, faculty and staff is also provided in the campus.



Training Infrastructure

Lecture halls in NIFM are air-conditioned with most modern facilities. There are five air-conditioned lecture halls and three conference halls equipped with modern audio-visual equipments.

Library

NIFM has a modern air-conditioned library consisting of about 30,000 volumes. The library subscribes to over 145 Indian and foreign journals.

Computer Labs

The Institute has five state-of-art computer labs including the two labs in the hostel premises which can be accessed anytime 24 x 7. All the machines have Internet connectivity which is fast and reliable.



Residential Facility

NIFM provides comfortable AC residential accommodation facility to participants and guests. The two well-equipped messes of the hostel provide hygienic and nutritious food. Three recreation lounges are also available with TV & music system for residents.

Sports, Outdoor Theatre & Auditorium

Indoor games such as billiards, squash, badminton, table-tennis, gymnasium and other recreational facilities are available in Sports Complex in the campus. Outdoor games facilities include courts for tennis, volley ball, basket ball, and badminton besides cricket and football grounds. The Institute has an open air theatre and a centrally air-conditioned modern auditorium with state-of-art facilities.



Interested students may fill in the registration form and send it to Shri Shaleen Suneja, Sr. Assistant Director, ICAI Bhawan, C-1, Sector-1, Noida 201 301. Telephone number 0120-3054820, Email : ssuneja@icai.org.