

Workshop Methodology

- ▶ Teaching of the Diploma will be by way of Workshops. Workshop methodology has been found to be most effective in intense learning environments.
- ▶ In Workshops, workshop leaders [lecturers] present an outline of each module, provide reading material, and work through all material through an interactive discussion process. Students are required to participate through their own comments and discussions in class.
- ▶ Students will also make individual and group presentations in class and gain the much needed confidence in addressing a group of people.
- ▶ Students will work together in assignments, in preparing reports and in discussing various issues and problems among themselves. This helps develop friendship, leadership and team building.
- ▶ Workshop Methodology also develops, through the year, each one's own personal talent, skills and knowledge base and allows each student to develop a certain personality and leadership.
- ▶ Workshop methodology aims not only at a body of knowledge and skills, but at the overall development of a young executive who will command a great deal of confidence.

Job Guarantees

Asarim POLICY is to guarantee jobs for students who successfully complete the Diploma Program with the following:

- ❖ Minimum attendance at class of 90%.
- ❖ Completion of ALL assignments and Exams.
- ❖ Average of 60 marks on all 6 modules.
- ❖ A Psychometric Analysis and Certification by ASARIM where the candidate is adjudged to be of minimum Star 3 Class.

ASARIM guarantees each successful candidate a job placement within 30 days of graduation at a wage of not less than Rs.12,500 per month in a junior executive capacity and shall enter into an agreement with each candidate on the guarantee related to job placement at the time of enrolment for the diploma.

In the event, ASARIM fails to find employment as indicated above, for those fulfilling the eligibility criteria herein, the total course fee would be refunded.



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ASARIM EXECUTIVE DIPLOMA IN MANAGEMENT

Fact Sheet

Special offer for JobsNet registered jobseekers

Commencement Date: 15th January 2007

Closing Date: 10th December 2006 (For Registration)

Course Fee: Rs. 50,000
(Easy payment schemes available)

Class Size: Limited to 40

Selection Criteria:

- ☞ Candidates must have 03 passes in G.C.E. AL's
- ☞ Candidates must be able to converse in English
- ☞ Final selection would be through an interview

Program Outline

Module1: Fundamentals of Business Administration

Description	This is a key learning platform in which students are introduced to all the essential elements of business; from business research to business planning, development, administration, organization development, human resources planning and development, productivity, funds, financing, use of information technology and e-commerce and global trends in modern business.
Duration	8 workshops of 32 hours face to face and 32 hours of directed learning.
Grading	Take-home assignment and a 2-hour exam.

Module 2: Project Management

Description	Project Management is a critical area in all areas of management. Whether you are planning a business, undertaking a housing project, building a boat or managing a number of people, project management methodology gives you the capacity to do things more effectively and with greater precision, on time and on budget. This module teaches you the fundamentals of planning, resources allocation, work break down structures, team building, budgeting, project communication, command and control and project implementation.
Duration	8 workshops of 32 hours face to face and 32 hours of directed learning.
Grading	Group work assignment

Program Outline

Module 3: Human Resources Development

Description	HRM module deals with the understanding of human personality and its ability to perform a number of tasks under varied conditions. It deals with human resources planning and development from a corporate and humanistic view point. In addition it deals with the processes of selection of employees, training and motivation of employees, performance appraisal systems and procedures, incentives and disincentives, rules and regulations governing employees and employers in Sri Lanka.
Duration	6 workshops of 24 hours face to face and 24 hours directed learning.
Grading	Take-home assignment and 2-hour exam.

Module 4: Sales and Marketing

Description	This is an important segment of the Program. This module will provide all the fundamentals of Sales and Marketing and will cover: Market research techniques, product/service definitions, market segmenting and target marketing, understanding and selection of advertising and promotion techniques, media, direct sales, market penetration, e-commerce, campaigns, slogans, branding and brand building, budgeting, and results-based marketing vs corporate positioning.
Duration	6 workshops of 24 hours face to face and 24 hours directed learning.
Grading	Group Project

Module 5: Accounting for Management

Description	This module deals with the fundamentals of Accounting for Management. It teaches the basic principles of accounting from book keeping to financial reporting. Teaches methodologies for cash flow development and analysis, development of income statements and balance Sheets and offers a number of simple techniques to understand numbers in a business environment. It is an important and essential part of the program. Will include brief discussions on banking and finance.
Grading	3-Hour exam.

Module 6: Information Technology for Management

Description	This module is both highly useful and exciting. It teaches students that information technology is not necessarily the use of a desk-top computer but a whole range of products, services and electronic capabilities which facilitate and govern the modern business world. This module is intended to expand the mind horizons of students and give them an opportunity to explore more modern highly effective use of information technology in business operations.
Grading	3-Hour exam.

What ASARIM Expects From Students

1. Students must understand ASARIM goals in this Program.

ASARIM's goal is to DEVELOP management potential in each student through building an adequate BODY OF KNOWLEDGE and SKILLS required for stepping on the management ladder. ASARIM goal is to produce qualified candidates who will have the basics of management fundamentals and will have the capacity build their knowledge and skills base further. Students who have graduated from ASARIM have all found good jobs and value their learning program as one that gives them total confidence in the corporate world.

2. Students must attend 90% of the classes and undertake take-home assignments diligently.

For students to take full advantage of the entire study program, they must attempt a 100% class room attendance. It is because the workshops are well planned, well directed and are full of knowledge and information. Missing one workshop can mean a big loss. In order to qualify for the Diploma, students must have an average attendance of 90%.

3. Students must value the study program and must be disciplined.

ASARIM is an Institute of Excellence where quality matters. We expect the students to understand that a great deal of effort has been put in bringing this program to your region and that highly qualified and experienced people are working to make this program valuable to students.

Students must therefore show a great deal of discipline in their work, in the way they conduct themselves in class, in the way they do their home-work and in their team spirit to work closely and well, with other students.

4. Dress Code

All students, males and females must be dressed properly. Class rooms are fully air conditioned with proper cushioned chairs in a modern and neat environment. Slippers, thongs and T shirts are not allowed in class room. Proper attire is important and will be strictly monitored.

5. Payments

Students have to pay Rs.20,000 as the first installment when the course commences. However, ASARIM shall offer a loan of Rs.30,000 to each candidate, repayable to ASARIM in 6 installments from the first month of employment.