



**THE UNITED REPUBLIC OF TANZANIA**  
**INSTITUTE OF ACCOUNTANCY ARUSHA**



**SHORT COURSE ANNOUNCEMENT**  
**ON**  
**ENTREPRENEURSHIP SKILLS AND BUSINESS VENTURE MANAGEMENT**

**(14<sup>th</sup> – 18<sup>th</sup> October 2019 - IAA Arusha Campus, Arusha)**

**1.0 COURSE BACKGROUND**

This course provides participants with a solid foundation in terms of the vital role played by entrepreneurs and small business holders in the sustainable economy. The principal focus will be on the creation of new ventures and factors associated with their success. The course will impart more knowledge and skills to participant pertaining the overall management of venture businesses.

**2.0 COURSE OVERVIEW**

This course is composed of the following topics;

- Developing Entrepreneurial skills.
- Entrepreneurship opportunities
- Small ventures identification
- Developing Successful Business Plans
- Management and Administration in a small business venture
- Monitoring and evaluating small businesses
- Identifying business Opportunities
- Marketing and selling strategies
- Developing a viable action plan after field visits

**3.0 TARGET GROUP**

This course is intended for any individual who is interest to develop entrepreneurship skills and successful manage his business venture

**6.0 METHODOLOGY AND COURSE OUTCOME**

The workshop will be practical and very interactive, intensive and participative. Case studies, practical and exercises will be used to facilitate the learning process. Throughout the sessions, participants will be encouraged to share their experiences and exchange ideas on various issues related to Entrepreneurship Skills and Business Venture Management. Participants will also be allowed to pay visits to successful entrepreneurs in Arusha for the purpose of broadening business knowledge and skills.

## 7.0 FEES & MODE OF PAYMENT

The fee for the course is **TZS 950,000/=** (say **Nine Hundred and Fifty Thousand only**) per participant to cover for tuition fee, training materials, tea/coffee and lunch. Payment may be in cash, cheques or TISS paid directly to our **Bank Account No. 014103007130 in the name of Institute of Accountancy Arusha, NBC, Arusha Branch.** Early registration is highly encouraged and appreciated.

## 8.0 Date, Duration and Venue:

This course will be conducted from **14<sup>th</sup> – 18<sup>th</sup> October, 2019** at the Institute of Accountancy Arusha, located at Njiro Hill-Arusha.

## 9.0 Contact Persons

For more details please don't hesitate to contact any of the following:

### Course Director

Mr. Gipson Kinisa      E-mail: [Golekinisa@iaa.ac.tz](mailto:Golekinisa@iaa.ac.tz) and [raphaelgipson@yahoo.com](mailto:raphaelgipson@yahoo.com)  
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### Head of Department – Consultancy & Executive Development

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### Course Administrator/Secretary

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## APPLY TO:

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