



THE UNITED REPUBLIC OF TANZANIA
INSTITUTE OF ACCOUNTANCY ARUSHA



SHORT COURSE ANNOUNCEMENT
ON
STRATEGIC MANAGEMENT – TOOLS AND FRAMEWORK

(01st – 05th July 2019 - IAA Arusha Campus, Arusha)

1.0 COURSE BACKGROUND

This 5- day's short course will provide you with a solid foundation in the fundamentals of innovative and analytical strategic management that can be applied to your work environment. You will be empowered with the practical skills and up-to-date knowledge you need to become, or strengthen your position as, a strategic partner in your organization, across any industry you're working in - or hope to work in. Over and above that, you'll walk away from this course confident in your ability to:

- Gain the expertise you'll need to formulate a forward-thinking strategy, guaranteed to give you and your company a sustainable competitive edge
- Compile a comprehensive market analysis using Porter's five force model
- Conduct a micro-environmental analysis through the SWOT method
- Create a workable macro-environmental analysis using the STEEPLE methodology

2.0 COURSE CONTENTS

The course will cover the following:

- a) Introduction to strategic management
- b) Theory and evolution of strategic management
- c) Organisational goals and values
- d) Environmental Analysis
- e) Internal and SWOT analyses
- f) Sustainable Competitive Advantage
- g) Formulation of a forward-thinking strategy
- h) Strategy implementation
- i) Evaluation and control
- j) Strategic alignment and ensuring sustainability

3.0 TARGET PARTICIPANTS

This course is designed to enhance the skills of the following groups of people: Chief executives, Administrator, Organizational Manager, Marketing Manager, Business Consultant, Planning Specialist, Brand Manager, Corporate Service Manager, Development Manager, Executive Assistant and other professionals with similar functions.

4.0 METHODOLOGY

Teaching methodology will include: lectures, case studies, group discussions and presentations.

5.0 FEES & MODE OF PAYMENT:

The fee for the course is **TZS 1,000,000/=** (say **One Million only**) to cover for training material, tea and lunch Participants will have to arrange for their own travel, accommodation and upkeep while attending the course in Arusha. 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.**

6.0 DATE, DURATION AND VENUE:

This course will be conducted from **01st – 05th July 2019** at the Institute of Accountancy Arusha, located at Njiro Hill-Arusha.

7.0 CONTACT PERSONS

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

Course Director

Mr. Edson Ndyemalila E-Mail: endyemalila@iaa.ac.tz and endyemalila@gmail.com
Cell phone: +255 755 839 693 Or 0715839693

Head of Department – Consultancy & Executive Development

Pamela Chogo E-mail: pchogo@iaa.ac.tz and pamsekela@gmail.com
Cell phone: +255 655 611512 and +255759334659

Course Administrator

Ms. Caroline Lucumay E-Mail: clucumay@iaa.ac.tz and lucumayc@gmail.com
Cell phone: +255 782 993 077 and +255 652 379 888

NB: Please confirm your attendance to the course by 28th June 2019

APPLY TO:

The Rector
Institute of Accountancy Arusha
P.O. BOX 2798
Arusha.

E-Mail: iaa@iaa.ac.tz

Tel: + 255- 27 – 2549605/2549606/2549264/2549265

Fax: + 255 – 27 2549421