



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



**SHORT COURSE ANNOUNCEMENT**  
**ON**  
**STRATEGIC PLANNING AND MANAGEMENT**

(30<sup>th</sup> September – 04<sup>th</sup> October 2019 - IAA ARUSHA CAMPUS, ARUSHA)

**1.0 COURSE BACKGROUND**

As it is well stated by many scholars that lack of proper planning is one of the most often cited reasons for business failures. Every business must establish a plan for archiving long term objectives and creating a unique image in the minds of its existing and potential customers and other stakeholders.

**2.0 COURSE OBJECTIVES**

This course is aimed at enabling participants to build a competitive advantage and link organization's Risk Management efforts to its Strategic Planning so as to increase the likelihood of organization being successful, minimize failure rate and effectively utilize their resources so as to achieve its strategic objectives.

**3.0 BENEFITS AND LEARNING OUTCOME**

At the end of the workshop, participants will be in a position to:

- (i) Apply key principles of Management and leadership in globalized world;
- (ii) Build a business Competitive Advantage;
- (iii) Strategically identify and manage a sustainable development project;
- (iv) Identify key performance indicators (KPIs) in realizing strategic objectives;
- (v) Properly apply Balanced score card in strategic plan development;
- (vi) Identify and manage potential risks impeding the achievement of strategic objectives and
- (vii) Develop a solid Strategic Plan

**4.0 TARGET PARTICIPANTS**

This short course is relevant to all Directors, officers, managers, Heads of Departments and employees in public and private firms including not-for-profit organizations & government departments, business owners, consultants, trainers, mentors and any interested parties.

**5.0 TEACHING METHODOLOGY**

The course will be conducted through lectures, discussions and case studies analysis. Participants will be offered an opportunity to refocus, refresh and rededicate.

## **6.0 FEES & MODE OF PAYMENT:**

The fee for the course is **TZS 1,000,000/=** (say **One Million Only**) to cover for training material, tea/coffee 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.

## **7.0 DATE, DURATION AND VENUE:**

This course will be conducted from **30<sup>th</sup> September to 04<sup>th</sup> October 2019** at the Institute of Accountancy Arusha, located at Njiro Hill-Arusha.

## **8.0 CONTACT PERSONS**

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

### **Course Directors**

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### **Head of Department – Consultancy & Executive Development**

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### **Course Administrator**

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**NB:    *Early confirmation is highly appreciated.***

### **APPLY TO:**

The Rector  
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