



THE UNITED REPUBLIC OF TANZANIA
INSTITUTE OF ACCOUNTANCY ARUSHA



SHORT COURSE ANNOUNCEMENT
ON
MANAGEMENT AND LEADERSHIP DEVELOPMENT SKILLS FOR PERSONAL
ASSISTANTS AND SECRETARIES

(10th – 21st June 2019 - IAA Arusha Campus, Arusha)

1.0 COURSE BACKGROUND

The provision of consistent and effective service is essential to the reputation and growth of any business. It enables service industry to provide and raise awareness of services in their business and assist them in providing outstanding service to their customers. A reputation from excellent personal assistants and secretaries will help organizations to cope with the current changes and will attract and retain clients by differentiating them from their competitors. This course aims at developing an in-depth appreciation of personal assistants and secretaries and it provides a venue to examine their professional needs. It also equips participants with techniques to effectively handle difficult situations, and improve communication.

2.0 COURSE CONTENTS

The course will cover the following:

- (i) The Secretary and the Executive
- (ii) Customer care
- (iii) Public Speaking
- (iv) PA and Human relations
- (v) Time Management
- (vi) Records and Information management
- (vii) Assertiveness skills
- (viii) Identifying and meeting customer expectations;
- (ix) Communication Skills;
- (x) The nature of Service Industry;
- (xi) Handling difficult customers;
- (xii) Stress Management;
- (xiii) Negotiation Skills;
- (xiv) Managing Service Quality;
- (xv) Team Building; and
- (xvi) Determinants of Customer Satisfaction.

3.0 TARGET PARTICIPANTS

This course is designed to enhance the skills of the following groups of people: Customer Service Officers; Public Relations Officers; Front Desk Officers; Personal Secretaries/Assistants; 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 1,850,000/=** (say **One Million Eight Hundred and Fifty Thousand 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 **10th – 21st June 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 7th 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