



THE UNITED REPUBLIC OF TANZANIA
INSTITUTE OF ACCOUNTANCY ARUSHA



SHORT COURSE ANNOUNCEMENT
ON
COMMERCIAL PROJECT WRITE UPS AND RESOURCE MOBILIZATION

(19th – 24th November 2018 - IAA Arusha Campus, Arusha)

1.0 Course Background

To start a new commercial project or expand an existing one, an organization or the individual needs finance. All financial institutions or donors related to profit making projects insist on a proper commercial project write ups with a view to maximize project returns. This is a practical course on commercial project write ups and resource mobilization for any commercial project venture for the organization or an individuals with likely funding from financial institutions or donors. The course is designed to finance officers, project/programme officers and coordinators, investment officers, planning officers, managers, individuals and anyone looking for funding for commercial purposes and maximize returns for their organizations.

2.0 Course Objectives

At the end of the course, participants will be able to:

- (a) Prepare a feasibility study;
- (b) Appreciate the importance of conducting feasibility study for commercial projects and venture descriptions;
- (c) Prepare project write ups as per commercial requirements terms and standards;
- (d) Conduct financial projections for commercial project;
- (e) Apply different approaches for commercial project appraisal and make decision;
- (f) Conduct market analysis and strategy for commercial projects;
- (g) Analyze risks associated with a commercial project;
- (h) Examine different funding opportunities available for commercial projects;
- (i) Analyze commercial project funding criteria and how to use them for your favour;
- (j) Develop competence on resource mobilization techniques for commercial project;
- (k) Equip participants with capacity to present and negotiate on funding matters as per commercial standards; and
- (l) Start your own commercial project and positioning.

3.0 Course Output

At the end of the course each participant will come up with a commercial project write up ready for presentation and negotiation to any funding institution.

4.0 Methodology

The course outcomes will be achieved through lectures, experience sharing, discussions, case studies analysis and brainstorming. Participants are encouraged to come up with their commercial project ideas that can be used to generate project write ups for their future use.

5.0 Target Group

This course is intended for finance officers, project/programme officers and coordinators, investment officers, planning officers, managers, individuals and anyone looking for funding for commercial purposes and maximize returns.

6.0 Fee & Mode of Payment

The fee for the course is 1,000,000/- (One Million Tanzania Shillings Only) per participant to cover for tuition fee, training materials, 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 & Venue

This course will be conducted from **19th – 24th November, 2018 (6 days)** 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:

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APPLY TO:

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