



THE UNITED REPUBLIC OF TANZANIA
INSTITUTE OF ACCOUNTANCY ARUSHA



SHORT COURSE ANNOUNCEMENT
ON
SOCIAL AND BEHAVIOUR CHANGE COMMUNICATION AT WORK PLACES

(25th – 29th March 2019 - IAA Arusha Campus, Arusha)

1.0 COURSE BACKGROUND

Employees naturally behave differently at work than they do in social settings, largely due to the structured organizational environment of business. A variety of factors influence organizational behavior, including the company's structure, policies and procedures, management effectiveness and interactions between colleagues. All of these elements can inspire employees to work harder or contribute to disengagement. By understanding how to get the best out of your employees, your company can become more productive and competitive. This course is expected to fill these gaps.

2.0 COURSE OVERVIEW

This course contains the following topics; Social issues and its impact in an organization, Types of Organizational Behavior in the Workplace, Importance of organizational behaviors, roles of individuals and groups in an organization, managers & leaders, diversity & organizational ethics, organizational change, organizational culture, effects of organizational structure on behaviors, organizational politics and many more.

3.0 BENEFITS/LEARNING OUTCOMES

At the end of the course, participants are expected to have acquired knowledge and skills on behavior analysis, development of strategies and tools, message design, organizational behavior and its impact to an organization but not limited.

4.0 TARGET PARTICIPANTS

The course is intended for Marketing Managers/Officers, Marketing Executives, Sales Managers/ Officers, Public Relations Managers/Officers, Human and Administrative Officers/Managers and Supervisors Senior Secretaries

5.0 METHODOLOGY

The course will be conducted through lectures, discussions, 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 970,000/=** (say **Nine Hundred and Seventy 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.**

7.0 DATE, DURATION AND VENUE:

This course will be conducted from **25th to 29th March 2019 (5 working 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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