



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



**SHORT COURSE ANNOUNCEMENT
ON
SOCIAL AND BEHAVIOUR CHANGE COMMUNICATION**

(22nd – 26th October 2018 - IAA Arusha Campus, Arusha)

1.0 Course Background

The 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 Course Rationale

At the end of this 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 Group

This course is meant 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 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 970,000/=** (Nine Hundred and Seventy Thousand Only) per participant to cover for tuition fee, training materials, tea/coffee and lunch. 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 22nd – 26th **October, 2018 (5 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:

Course Director

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