



THE UNITED REPUBLIC OF TANZANIA
INSTITUTE OF ACCOUNTANCY ARUSHA



SHORT COURSE ANNOUNCEMENT
ON
STRATEGIC MANAGEMENT – TOOLS AND FRAMEWORK

(03rd – 07th December 2018 - IAA Arusha Campus, Arusha)

1.0 Course Background

This 5- day's short course will provide you with a solid foundation in the fundamentals of innovative and analytical strategic management that can be applied to your work environment. You will be empowered with the practical skills and up-to-date knowledge you need to become, or strengthen your position as, a strategic partner in your organization, across any industry you're working in - or hope to work in.

2.0 Course Contents

This Course will cover the following areas:

- a) The Introduction to strategic management
- b) Theory and evolution of strategic management
- c) Organisational goals and values
- d) Environmental Analysis
- e) Internal and SWOT analyses
- f) Sustainable Competitive Advantage
- g) Formulation of a forward-thinking strategy
- h) Strategy implementation
- i) Evaluation and control
- j) Strategic alignment and ensuring sustainability

3.0 Course Outcomes

Over and above that, you will walk away from this course confidently in your ability to:

- To Gain the expertise you'll need to formulate a forward-thinking strategy, guaranteed to give you and your company a sustainable competitive edge
- Compile a comprehensive market analysis using Porter's five force model
- Conduct a micro-environmental analysis through the SWOT method
- Create a workable macro-environmental analysis using the STEEPLE methodology

4.0 Target Group

This course is designed to enhance the skills of the following groups of people: Chief executives, Administrator, organizational manager, marketing manager, business consultant, planning specialist, brand manager, corporate service manager, development manager, or executive assistant and other professionals with similar functions.

5.0 Methodology

The Teaching methodology will include: lectures, case studies, group discussions and presentations.

6.0 Fees & Mode of Payment

The fee for the course is **TZS 1,000,000/=** (say One Million 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 and Venue:

This course will be conducted from **03rd – 07th December, 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:

Mr. Edson Ndyemalila (**Course Director**)

E-Mail: andyemalila@iaa.ac.tz and andyemalila@gmail.com Mob: +255 755 839 693 & 0715839693

Ms. Pamela Chogo (**Head of Department - Consultancy & Executive Development**)

E-Mail: pchogo@iaa.ac.tz and pamsekela@gmail.com Mob: +255 655 611512 & +255 759334659

Ms. Caroline Lucumay - **Administrative Secretary**

E-mail: clucumay@iaa.ac.tz and lucumayc@gmail.com Mob: +255 782 993077 & +255 754 023059

APPLY TO:

The Rector

Institute of Accountancy Arusha

P.O. Box 2798, Njiro Hill, **ARUSHA**

E-Mail: iaa@iaa.ac.tz

Tel: + 255- 27 – 2549605/2549606/2549264/2549265

Fax: + 255 – 27 2549421