SMALL INDUSTRIES DEVELOPMENT ORGANISATION (SIDO)

Course Title	Proposal writing
Eligibility	Form Four leaver and above
Admission	Application form filling and use of appropriate selection criteria
Course Outline	Proposal concept, situation analysis, problem tree analysis, structure and format, cost calculation, project Planning Matrix
Course Objective	At the end of the course, the participants shall be able to prepare bankable proposals
Course fees	Charged differently by different Regional Manager and the Headquarters.
Contact	Director General, Respective Regional Manager

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Course Title	Entrepreneurship Development
Duration	Five days
Timing	8.00am to 3.00pm
Eligibility	All those who desire to start and run their own businesses and enterprises
Admission	Application form filling and use of appropriate selection criteria
Course Outline	An overview of SMEs development in Tanzania Personal Entrepreneurial characteristics Source of finance for SMEs Project preparation Production Management Marketing Management Financial Management Taxation and Insurance Performance Analysis Industrial relations and industrial laws
Course Objective	At the end of the course, the participants shall have been imparted with entrepreneurship skills so that they can start, maintain and develop their own enterprises successfully

Course Title	Project Planning and Management
Duration	Five days
Timing	9.00am to 5.00pm
Eligibility	Planning and Investment Project Officers, Business Manager
Admission	Application form filling and use of appropriate selection criteria
Course Outline	Project scope – needs assessment and problem identification Project life cycle, types of projects Critical success factors of a project Project management – Time Cost Quality Human resourc Communication Risk Procurement Project monitoring and evaluation
Course Objective	To impart to participants effective project planning and management skills

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Course Title	CEFE National Appreciation Workshop
Duration	Four days
Timing	8.00am to 4.00pm
Eligibility	Bankers and personnel from MSME support agencies
Admission	Application form filling and use of appropriate selection criteria
Course Outline	CEFE concept An entrepreneurial success story Games eg. Envelopes game, finance game, dart game, market room simulation game Macro and micro screening SWOT analysis Picture association Project monitoring and evaluation
Course Objective	At the end of the course, the participants should appreciate the value of the CEFE full course to their fellow country men in need of such an intervention.

Course Title	CEFE New Business Creation
Duration	24 days
Timing	8.00am to 4.00pm
Eligibility	Primary School leaver and above
Admission	Application form filling and use of appropriate selection criteria
Course Outline	CEFE Concept Unlocking competencies Matching person with project Business Plan - Marketing Plan sub module - Production Plan sub module - Organization and Management sub module - Financial Plan sub module - Presentation to bankers' Games and energizers
Course Objective	At the end of the course, the participants shall have acquired entrepreneurship skills

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Course Title	Customer Care
Duration	3 days
Timing	9.00am to 4.00pm
Eligibility	Any person who renders services to customers
Admission	Application form filling and use of appropriate selection criteria
Course Outline	Identifying your customers their expectations and how to fulfill them The dynamics of customer services Essential skills for effective customer service How to handle different/angry customers and dealing with customer complaints Converting complaints into business opportunities Negotiation skills Cooperation versus competition Stress Management
Course Objective	At the end of the course, participants shall be able to - understand the role of a customer - Communicate effectively with customers - Properly handle customers grievances and reduce complaints - Conduct negotiations confidently - Control stress while interacting with customers

Course Title	Financial Management Skills
Duration	Five days
Timing	9.00am to 4.00pm
Eligibility	All those in managerial or administrative positions but without formal training in financial management
Admission	Application form filling and use of appropriate selection criteria
Course Outline	Financial Management Concept Project Cost and Budgeting Investment Plan Profit and Loss Statement Cash Flow Statement Balance Sheet Ratios Analysis Loan procedures Financial control
Course Objective	To impart to participants financial management skills which will enable them to effectively handle financial matters in their enterprises.

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Course Title	Marketing Management Skills
Duration	Five days
Timing	9.00am to 4.00pm
Eligibility	People handling market and promotion responsibilities but without formal training
Admission	Application form filling and use of appropriate selection criteria
Course Outline	Marketing Concept/ Plan Analysing Marketing opportunities Making marketing decisions Managing and delivering Marketing programs – Description of the product - Comparison of the product with its competitors - Main customer - Total demand - Market Share - Selling Price - Sales forecast - Promotional Measures - Marketing strategy - Marketing budget - Communication and negotiation skills - Market survey/research - Distribution channels
Course Objective	To equip participants with marketing management techniques and skills so that they are able to plan and manage more effectively marketing and promotion in their respective organizations

Course Title	Company Development Programme
Duration	5½ days
Timing	9.00am to 5.00pm
Eligibility	Growth oriented entrepreneurs, Managers of businesses which are either in early years of development or which are in an expansion phase of operation
Admission	Application form filling and use of appropriate selection criteria
Course Outline	From business idea to business plan Product – features, uses, development Customer Financial analysis The person and the team Communication skills Networking Regulations, laws and procedures
Course Objective	To help SME owners / Managers improve Management Skills and Competence and to Impart Self Confidence.

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Course Title	ILO – Improve Your Business
Duration	52 Hours
Timing	9.00am to 5.00pm
Eligibility	Owner / Manager of a small business, anybody in business who can read and write and do simple calculations
Admission	Application form filling and use of appropriate selection criteria
Course Outline	Seven IYB basics manuals on Marketing Buying Stock Control Record Keeping Costing Business Planning People and Productivity
Course Objective	At the end of the course, participants should be able to understand the principles of good business management and be enabled to apply them to their own businesses in a simple and practical way.

Course Title	ILO – Start Your Business
Duration	40 hours
Timing	9.00am to 5.00pm
Eligibility	Anybody who wants to start a business, can read and write and do simple calculations
Admission	Application form filling and use of appropriate selection criteria
Course Outline	Use of three main books - The SYB Manual – steps necessary to prepare and complete a business plan - The SYB Business Plan – forms for completing a thorough business plan - The Directory of Advice and Assistance – local information of where to get loans, how to get licenses, where to get more training in, for example, technical skills or business management
Course Objective	To help participants to prepare and complete business plans for the businesses they want to establish

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Course Title	ILO – Generate Your Business Idea
Duration	3 days
Timing	900am to 300pm
Eligibility	Anybody who wants to start a business and is searching for a concrete business idea. Able to read and write and do simple calculations
Admission	Application form filling and use of appropriate selection criteria
Course Outline	Find out your personal strengths and weaknesses as an entrepreneur Generate a number of business ideas Select the most suitable business idea for your own Purposes
Course Objective	To help participants in a practical and simple way to identify their own concrete and feasible business ideas

Course Title	Base of Pyramid Approach to Technopreneurship (BOPAT Model)
Duration	Six days
Timing	9.00am to 4.00pm
Eligibility	SMEs service providers
Admission	Application form filling and use of appropriate selection criteria
Course Outline	Entrepreneurship – competencies and selection Managing SMEs – marketing, general management, finance, human resources management Business Plan Preparation Support institutions linkage development and dialogue Between SME stakeholders Tools for risk and debt management Business extension, mentoring and counseling Monitoring and evaluation
Course Objective	At the end of the course, the participants will be able to - Formulate business plans and develop appraisal skills - Develop effective linkages between all SME Stakeholders. - Diagnose business problems and provide counseling and extension

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Course Title	Introduction to Computer
Duration	3 Days
Timing	9:00am to 3:00 pm
Eligibility	Form Four leavers and above
Admission	Application form filling and use of appropriate selection criteria
Course Outline	• Computer and its components • Input devices • Output devices • C.P.U (Central Processing Unit . • Temporary Storage Devices **ROM** and **RAM** • Permanent Storage Devices • Types of computer • Introduction to Windows • Launching of Programs • Directory • Ways of copying and moving files from one disk or folder to another • Diskette formatting • Shutting Down / Restart Computer
Course Objective	*At the end of **introduction to computer course** a participant will be able to:-* 1. *operate a computer using the computer accessories such as keyboard, mouse , monitor and some IT equipment such as printer etc.* 2. *Manage a computer and troubleshoot some errors* 3. *Use simple computer application such as WordPad paintbrush to create simple documents.*

Course fee	Charged differently by different Regional Managers and the Headquarters
Contact:	Director General, Respective Regional Manager

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Course Title	Microsoft Word
Duration	Two weeks
Timing	9:00am to 3:00 pm
Eligibility	Form Four leavers and above
Admission	Application form filling and use of appropriate selection criteria
Course Outline	• Different window document layout • Hiding and display tool bar • Create document and page setup • Keyboard Shortcuts and command • Cursor movement include moving , copying of text and ways of highlighting • Table formatting include Insert , draw, sort, merge and split table • Convert Text to Table and Text Direction • Border and Shading • Header and Footer include inserting and removing of page number • Bulletin and number • Find and Replace • Inserting Pictures, clip art, word art, picture from file • Drawing toolbar • Drop cap • Auto Correct • Creating Column • Mail merge • Printing document • Spell Checking / Synonyms • Protect document
Course Objective	*At the end of **Microsoft Word** a participant will be able to create letters and stationery, newsletters, flyers, business cards, letter heads, and more. Topics covered will include a walkthrough of all the features in the interface, word and paragraph formatting, using tables and columns, inserting and formatting clipart, mail merges, word art and other graphics, creating tables of contents and indexes, and*

	making your own templates and default styles
Course fee	Charged differently by different Regional Managers and the Headquarters
Contact:	Director General, Respective Regional Manager

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Course Title	Microsoft Excel
Duration	3 Days
Timing	9:00am to 3:00 pm
Eligibility	Form Four leavers and above
Admission	Application form filling and use of appropriate selection criteria
Course Outline	• Basic Features in Microsoft Excel include column, row and cell • Moving around cells • Ways of highlighting • Entering Data into Workbook • Creating, inserting and delete of tables • Formatting column width and row height • Wrap Text • Marking numerical word • Perform calculation in sum • Formatting Number • Merger and Center • Adding background • Creating border • Linking Documents • Renaming Worksheet • Sorting • Inserting comment • Creating, formatting and modify Chart • Preparing Invoice • Printing
Course Objective	*At the end of **Microsoft Excel** a participant will be able to create and edit spreadsheets to produce inventory reports, invoices, budgets, customer databases, and more. Topics covered will include a walkthrough of the Excel interface, creating and editing various types of spreadsheets, using different formulas, creating charts, and basic sorting and filtering of data*
Course fee	Charged differently by different Regional Managers and the

	Headquarters
Contact:	Director General, Respective Regional Manager

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