



COLLEGE OF BUSINESS EDUCATION

(Incorporated by Act of Parliament No. 31 of 1965)

Bibi Titi Mohamed Road, P. O. Box 1968, Dar es Salaam

Tel No.: +255-022-2150177; Fax No.: 255-022-2150122; Email: rector@cbe.ac.tz; Website: www.cbe.ac.tz

SHORT TRAINING COURSE, JUNE 2021

PRACTICAL TRAINING: SOCIAL MEDIA AND E-GOVERNANCE FOR MODERN PUBLIC SECTOR MANAGEMENT

Course Description:

As society is becoming increasingly using digital technology it rises the need for e-governance. E-government, also known as electronic government, is one that primarily uses information and communication technologies to improve activities of public sector organisations. By helping your organisation move towards digitisation and modernisation using the knowledge and experience gained through this course, you will establish a career in a competitive organisation and will build your confidence, experience and exposure to work in any other organisation using advanced technologies.

Learning Outcomes:

At the end of this course, participants will acquire necessary skills and capability to work with the most advanced technology in governance.

Course Contents:

1. Transformation of public sector management in the digital era	2. Overview of e-governance and e-government
3. Understanding the roles of Social media in governance (Facebook, Instagram, Twitter),	4. Strategies to set-up an e-governance,
5. Determining priority of initiatives to implement e-governance,	6. Success factors of implementation of e-governance,
7. Indicators of implementation success,	8. Challenges of implementation of e-governance,
9. Digital media ethics for governance.	

Target Group:

This program is specifically to senior members of an organisation (Directors, Board members); Members of Human Resource Management Department; Public service officers and Non-Public sector profession interested in e-governance and digitization of public services.

Date: 02nd to 04th June 2021

Time: From 16:00 hours to 19:00 hours

Venue: College of Business Education (CBE), Dodoma Campus

Course Fees:

The course **fee of TZS 200,000** covers costs of facilitation, training materials (stationery and other consumables), and venue during session. Participants/clients are expected to meet their transport costs to and from the venue, accommodation, healthcare and other allowances if applicable for participants. Payments should be done in advance. Please obtain a control number from **CBE DODOMA CAMPUS** before making your course fee payment.

Registration:

Please complete the registration form and return it with the bank pay in slip to CBE by mail or physically at **CBE DODOMA CAMPUS**.

NOTE: Though this course is free for CBE staff; however, you need to communicate to confirm your Participation before course commencement to have a true number of participants

Contact Details / Person:

<i>Dr Josephine Churk Consultancy Co-ordinator, College of Business Education – Dodoma Campus, P. O. Box 2077, Dodoma.</i>	<i>E-mail: j.churk@cbe.ac.tz Mob: +255-754 021 340 Campus Director Email: dir.dodoma@cbe.ac.tz</i>
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SHORT COURSE REGISTRATION FORM

1	Name of the Applicant Prof./Dr./Mr./Mrs./Miss				
2	Participant Employer/Organization				
3	Job Title				
4	Sponsoring Company/Authority				
5	Your Contact	Postal Address			
		Mobile phone Number			
		e-mail			
6	Dates to attend the Course(s) chosen				
7	Confirmation of Fee Payment	Deposit Slip No.	Amount & Date Paid
8	Declaration by Applicant	I hereby apply to attend the training courses mentioned in this registration form Signature of the Applicant: Date:			