

TIA Newsletter

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TANZANIA INSTITUTE OF ACCOUNTANCY



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A MESSAGE FROM THE PATRON (CEO)

Dear readers,

Tanzania Institute of Accountancy (TIA) Newsletter is now one year old, it has done a great job that is worth congratulating. It has informed and reminded us of numerous activities that were done in that period of time. We would like to see it continue informing us in this period and the academic years to come. Let us use it as a platform to not only inform us of the events which have taken place in our Institution but also publish short articles that will help in educating members of our community in different aspects of life.

I encourage each staff who is able to write



Dr. Joseph Mabula Kihanda

articles on their areas of expertise to do so in order to help in educating students, workers, and the general community.

It is through publishing that academic life finds its essence, that is why our Newsletter has decided to provide a space for such articles, it is my sincere hope that TIA staff will use it effectively.

I would also like to see events taking place in our campuses being covered in the Newsletter in order to balance the scope of coverage. In order for this to happen TIA staff in those campuses need to start writing; they can write either by reporting issues on their environments or by writing educative articles that will help in portraying hidden values in their environments.

Patron

Dr. Joseph M. Kihanda

Editorial Board

Mr. Sefu Hamisi	Chief Editor
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Pictures by

Lillian Mpanju-Rugaitika

FOCUS ON INSTITUTIONAL ISSUES

PRESIDENTIAL APPOINTMENTS FOR TIA LECTURERS

Reported by Witness Mbura

President of the United Republic of Tanzania Dr. John Pombe Magufuli in July 2016 appointed two staff from Tanzania Institute of Accountancy (TIA) to serve in the positions of District Commissioner (DC) and District Executive Director (DED) in different districts in the country.

The presidential appointees included an Assistant Lecturer Mr. John Mwaipopo who becomes a new District Commissioner for Igunga in Tabora Region effective from July 2016. Before his appointment, Mr. Mwaipopo had been working as an Academic Officer at Singida Campus following his transfer from Mbeya Campus where he had worked for a long time.

Another presidential appointee was

Mr. Dionis Myinga, also an Assistant Lecturer, who becomes a District Executive Director (DED) for Bukombe in Geita Region



Hon. John Mwaipopo—DC Igunga, Tabora

effective from July 2016.

Before his appointment to the new position, Mr. Myinga was also working with TIA at its Mbeya Campus. The two dons had an outstanding performance in their duties at the Institute and had been cooperative in working with other TIA staff.

The appointments have proved however, that TIA workers are dependable and can be assigned any other sensitive government tasks as

such; it is also a vivid example of the government trust on the Institute itself. It even proves that the



Mr. Dionis Myinga—DED Bukombe, Geita

government is aware of each one's ability in carrying out their normal duties.

TIA Newsletter congratulates and wishes them success in their new positions hoping that they will continue demonstrating good attitudes towards the tasks ahead of them. In addition TIA community promises to be available in case they are in need of any support, so they should just focus on better performance.

DR. KIHANDA APPOINTS A NEW DBD AND OTHERS



Dr. Joseph M. Kihanda, the CEO

By Witness Mbura

Chief Executive Officer, Dr. Joseph Kihanda has appointed Mr. Gorah Kassim Abdallah to be an Acting Director for the Directorate of Business Development (Ag.DBD) effective from 1st October, 2016. Mr. Gorah occupies a position which remained vacant following the retirement of Mr. Mzee Hamis Boma.

Prior to his appointment, Mr. Gorah Abdallah, an Assistant Lecturer served at a position of Head of Finance and Accounts (HFA) department from 2004 to 2009 before shifting to academic.

In the same development Dr. Kihanda formed a new department of Research and Consultancy and appointed Mr. Aniceth K. Mpanju, an Assistant Lecturer to head the department.

The CEO appointed more staff and made changes in some positions as follows;- Ms. Noelia N. Wankali, a former Budget Officer, has been appointed as head of Budgeting and Planning department; Dr. Momole Kasambala, an Assistant Lecturer has been appointed to head department of Public Sector Accounting & Finance, and Marketing & Public Relations (PSAF & MPR) at Mbeya Campus; Mr. Abbas Sanga, an Assistant Lecturer becomes a new Academic Officer at Singida Campus; Mr. Charles Merengo Wambura, an Assistant Lecturer becomes Academic Officer at Kigoma Campus;



Mr. Gorah Kassim Abdallah
Ag. Director of Business Development



Mr. Aniceth Kato Mpanju
Head - Research and Consultancy



Ms. Noelia Wankali,
Head - Budgeting and Planning



Dr. Momole Kasambala
Head - PSAF&MPR Mbeya

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APPOINTMENTS AND TRANSFERS

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Mr. Robert M. Alila, an Assistant Lecture/Academic Officer - Kigoma Campus has been transferred to Dar es Salaam to serve a position of Assistant Examinations Officer; and Mr. Godfrey Mpogolo, an Assistant Lecturer becomes Assistant Examinations Officer- Dar es Salaam.

Dr. Kihanda made few changes whereby Mr. Lucas D. Sagenge and Mr. Victor W. Bwachele who have been serving as assistant examination officers, have been shifted to academics after completing their terms in the examination section, they will continue to serve the Institute at their earlier positions of assistant lecturers. Mr. David Sichizya, a Senior IT Officer – Dar es Salaam has been transferred to Mtwara Campus to serve at the same position. All appointments, transfers and changes are effective from 1st October, 2016.



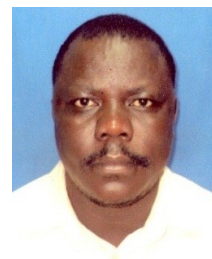
Mr. Abbas Sanga
Academic Officer - Singida



Mr. David Sichizya
Senior IT Officer - Mtwara



Mr. Lucas Sagenge
Assistant Lecturer – Dar es Salaam



Mr. Robert Alila
Assistant Lecturer/Assistant
Examination Officer - DSM



Mr. Victor Bwachele
Assistant Lecturer - DSM



Mr. Godfrey Mpogoro
Assistant Lecturer/Assistant
Examination Officer - DSM



Mr. Charles M. Wambura
Academic Officer - Kigoma

A CUSTOMER CARE WORKSHOP AT TIA DAR ES SALAAM FACILITATED BY UDSM DONS

By Staff Reporter

A customer care workshop was conducted at TIA Dar Es salaam from 9th to 10th July 2016 at one of the lecture halls in order to create customer care awareness among the TIA workers. The workshop facilitated by UDSM lecturers Dr. John R. Philemon, Dr. O.K. Mbura and Mr. Fred P. Okangi had a very wide coverage of the subject. It was attended by all TIA workers; both academic and non-academic staff.

On official opening the CEO Dr. Joseph Kihanda said he had earlier asked the UDSM dons to run the workshop following the need for customer care awareness among the workers, a phenomenon which has been precipitated by the prevailing situation in the higher education sector. Majority of the academic institutions in the country strive



Dr. John R. Philemon, the facilitator, introducing the workshop theme for the first time

for the few customers that are available in the market; therefore, new strategies are needed to retain those that we have and also attract others by offering good services. He assured the staff of the competency of the facilitators and asked them to effectively participate in the workshop. The CEO completed his remarks by welcoming the facilitators.

The facilitators introduced the concept of customer care by identifying; who are the customers; different types of the customers, external and internal customers, and how to deal with their needs. Further they explained about the meaning of the customer service; differences between bad and good services, detecting customers' expectations and how to meet them.

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CUSTOMER CARE WORKSHOP

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Top Picture

The Workshop Facilitator, Dr. John R. Philemon (standing), elaborating a point for First Group Participants on Day 1



Bottom Picture

Dr. Omar K. Mbura (standing), also a Workshop Facilitator, explaining something to Second Group Participants on Day 2



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CUSTOMER CARE WORKSHOP

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Similarly the facilitators introduced what they termed as 'the ten commandments of customer service', these are 1) the customer is the most important person in our business, 2) the customer is not dependent on us, we are dependent on him/her, 3) the customer is not an interruption of our work, s/he is the purpose of it, 4) the customer does us a favour when s/he calls, we are not doing him/her a favour by serving him/her, 5) the customer is part of our business, not an outside, 6) the customer is not a cold statistics; s/he is a flesh and blood human being with feelings and emotions just like ours, 7) the customer is not someone to argue or match wits with, 8) the customer brings us his or her wants, it is our job to fulfil those wants, 9) the customer is deserving of the most courteous and attentive treatment we can give, 10) the customer is the lifeblood of any organisation.

The vivid message in the workshop was that 'you need to treat your customer the same way you would like to be treated'. Anybody who applies this rule will definitely be in a good position to offer better services to customers and therefore positive effects will be likely to



Group 2 participants



Group 1 participants

manifest on his/her way.

Finally, the facilitators insisted that TIA should practice good customer service without compromising the Institute's standards.

TIA MWANZA AND SINGIDA CAMPUSES TO RUN DEGREE PROGRAMMES IN 2016/2017 ACADEMIC YEAR



Multi-purpose Hall (the round house) and some of the Classrooms at Singida Campus

By Our Reporter

Report from Mwanza and Singida disclosed that National Council for Technical Education (NACTE) has granted permission to TIA campuses of Mwanza and Singida to run degree programmes in 2016/2017 academic year.

The degree programmes to be offered at Mwanza campus are;

Bachelor of Procurement and Logistics Management (BPLM), and Bachelor of Accounting (BAC).

In Singida campus four degree programmes have been endorsed. They include Bachelor of Procurement and Logistics Management (BPLM), Bachelor of Accounting (BAC), Bachelor of Business Administration (BBA), and Bachelor of Human Resource Management (BHRM).

The running of new six programmes is part of the implementation of TIA Business Plan. Other degree programmes at Dar es Salaam campus which are in the pipeline are Bachelor of Public Sector Accounting and Finance (BPSAF) and Bachelor of Marketing and Public Relations (BMPR).

Currently Mbeya Campus runs Bachelor of Procurement and Logistics Management (BPLM),

DEGREE PROGRAMMES AT MWANZA AND SINGIDA



Lecture Rooms Awaiting for Students

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Bachelor of Marketing and Public Relations (BMPR), Bachelor of Public Sector Accounting and Finance (BPSAF) and Bachelor of Accounting (BAC).

TIA is also planning to start offering other new degree programmes in the subject areas of banking, insurance, social security and financial management upon approval by the National Council for Technical Education (NACTE).

Currently the Institute is embarked in erecting modern lecture theatres, lecture halls, libraries and computer laboratories in order to provide quality education and accommodate many students at different programmes in the future.

MESSAGE FROM THE PATRON

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Writing is a skill, one needs to get as much exercise as possible in order to become a good writer, those who are serious about becoming good writers have to use this opportunity to gain experience and possibly become good authors in the future. It is through writing for minor publications such as TIA Newsletter that one will acquire skills to write for more reputable publications such as international journals.

Thank you.

Dr. Joseph M. Kihanda

TIA DAR ES SALAAM AT MAY DAY 2016 CELEBRATIONS

By Our Reporter

Tanzania Institute of Accountancy under the umbrella of Researchers, Academicians, and Allied Workers Union (RAAWU) participated in 2016 May Day celebrations held at the National Stadium in Dar es Salaam. The event was organised by the Trade Union Congress of Tanzania (TUCTA) at the regional level and attracted many trade unions' organisations members.

May Day is a public holiday



TIA workers marching outside the National Stadium in Dar es Salaam

and is celebrated each year in Tanzania. It is a day that workers expect to hear a lot from the government concerning their wellbeing.



Celebrating the International Workers Day

2016 May Day brings in hopes of improving workers living standards due to promises given by the government on the salary increase and reduction of income tax levied on the salaries. Some of the promises have already been fulfilled but the salary increase is still pending completion of the on-going exercise of hunt for ghost workers in some organisations in the country.

TIA PAVILIONS AT SABASABA AND NANENANE GROUNDS ATTRACT MANY

By Our Reporter

It is a custom for TIA to exhibit its activities to its potential customers at the trade fairs conducted within the country. This year it had a pavilion at Mwalimu Nyerere International Trade Fair conducted at Sabasaba Grounds along Kilwa Road from 28th June to 8th July, 2016. The trade fair as the name refers, is an international event which attracts both local and international organisations from different countries of the world to display their products and services.

TIA also participated in the Nanenane exhibitions held in Dodoma from 1st to 10th August 2016. Nanenane (a Kiswahili phrase) which is loosely translated as “eight eight” is an agricultural trade fair which takes place in some regions in the country where farmers and other agricultural stakeholders such as universities and research institutes, fertilizer producing industries (also known



TIA staff Mr. Baraka Kamwela (2nd right) and Mr. Idfonce Ernest (2nd left) explaining about TIA services to visitors at the TIA pavilion in Sabasaba Show Grounds



A visitor who happens to be a Director General of Tanzania Standards Newspapers (TSN) Dr. Jimmy Yonazi (in black suit) is signing a visitors' book at the show grounds

TIA AT SABASABA AND NANENANE TRADE FAIRS

from page 12

as input suppliers) display the new technologies, ideas, discoveries and alternative solutions concerning the agricultural sector. This is also a chance for government and private firms to present their services and activities to the public.

The TIA pavilions at both Sabasaba and Nanenane grounds attracted many visitors who attended the events most of whom were students, government dignitaries, some officials from private and public sectors, normal citizens and foreigners from various sectors most of whom seemed very much attracted by TIA programmes of study. Brochures, leaflets and booklets containing activities and courses run by TIA became very valuable items in both exhibitions.

Participation of TIA at such events helps in advertising the Institute to various stakeholders such as pupils, students, parents, guardians and other potential sponsors expected to be sponsors of students in the future.



Visitors at the TIA pavilion at Nanenane Show Grounds



More visitors at TIA pavilion

NEWS IN PICTURES



Students surrounding TIA Stand at Nanenane fair to get information about the Institute



TIA Mbeya IT Officer Mr. Chomson Sanga assisting students to register themselves online through Central Admission System at Nanenane



Mr. Adolf Mwakinyuke, Mbeya Campus Manager (Left) with visitors at TIA Stand at Nanenane



A group of TIA Dar Staff led by Mr. Mzee Boma (DBD) are on top of level five of the Academic Block which is being constructed



Visitors looking very much interested by TIA Stand at Nanenane



Mr. Boma (2nd Left) briefing a group of staff about the construction immediately after they had climbed down the building

MORE NEWS IN PICTURES



A team of staff reading a document concerning Academic Block being constructed at TIA Dar es Salaam during site visit



TIA team at Nanenane fair



Form Four students at TIA Stand, Nanenane



Another group of TIA workers on top of level five of the Academic Block in Dar es Salaam



TIA Admissions Officer Mr. Baraka Kamwela (L) and other TIA staff listening to a visitor at TIA Stand during the 11th Higher Education, Science and Technology exhibition



Two TIA staff on top of the building looking at the iron rods used in the construction

NEWS FROM THE LIBRARY

PRICE WATERHOUSE COOPERS (PWC) AND BOOK AID INTERNATIONAL DONATE BOOKS TO TIA LIBRARY

By Staff Reporter

Two international firms, Price Water House Coopers (PWC) an audit firm based in Dar es Salaam, and Book Aid International have recently donated a total of 348 books to TIA Library. The books cover most of the subjects taught at the Institute and will soon be distributed to all TIA branches in various campuses in the country to help TIA students and lecturers in meeting their information needs.



Mr. Mugisha Kamala (R), the Academic Officer receiving books from PWC representative

PRICE WATERHOUSE COOPERS (PWC) PWC is well known for its philanthropy, it has been offering this kind of aid to TIA library on several occasions. The firm has ones donated books to TIA library at Mbeya campus and several times at the

headquarters in Dar es Salaam with the aim of providing information resources that will help those concerned with accountancy courses in keeping up with the pace of changes and therefore becoming up to date with issues pertaining to their profession.

This time PWC donated one hundred and forty nine (149) ACCA books covering such



Mr. Mugisha Kamala (C) presiding over a brief meeting between TIA staff (right row) and PWC staff (left row) before receiving the books

PWC AND BOOK AID INTERNATIONAL BOOKS DONATION

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subject areas as financial accounting, financial management, business analysis, corporate reporting, taxation, audit and assurance, performance management as well as governance, risk and ethics. All books are recent and were handed over by PWC workers to TIA on 29th September 2016 in the Conference Room in the presence of TIA workers who were led by the Academic Officer Mr. Mugisha Kamara on behalf of Director of Academic Affairs Mrs. Linnah Tumwidike.

Mr. Kamara thanked PWC for their generosity clarifying that TIA has about 15,000 students in all its six campuses who need enough information resources for their studies; some of the needs are not easily met due to limited resources that the TIA library has, so the donation made by PWC is of great importance to the Institute.

BOOK AID INTERNATIONAL

Book Aid International, another international philanthropic



Books donated by Book Aid International through Tanzania Library Services (TLS)

organisation working through Tanzania Library Services (TLS) in Dar es Salaam donating books and other information resources to educational institutions in need has donated 199 books to TIA library in Dar es Salaam, this follows a request made recently by TIA Library to TLS for consideration when they get information

resources treating subject areas that are taught at the Institute.

The books cover almost all subject areas at the Institute; they are being processed in the library and when this task is completed they will become available for use by students and staff.

FOCUS ON STAFF ISSUES

NEW TIA STAFF

Reported by Witness Mbura

Towards the end of 2015/16 academic year, Tanzania Institute of Accountancy (TIA) recruited five (5) workers in various positions and distributed them to TIA campuses in Singida, Mwanza and Dar es salaam. The recruited were Ms. Margreth Mapunda, Mr. Francisco Mashimbi, Mr. Ramadhani Mfaume, Mr. Said Issa, Ms. Leah Mlenga and Mr. Jires Tunguhole

Photos of those newly employed workers with their positions follow below;



Mr. Said Issa
Accountant - Dar es Salaam



Mr. Ramadhani Mfaume
Supplies Officer- Dar es Salaam



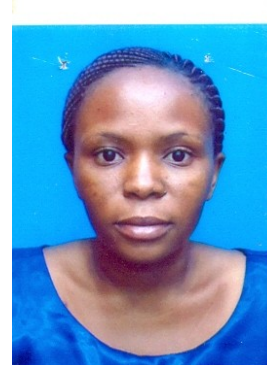
Mr. Jires Tunguhole
Planning Officer - Dar es Salaam



Mr. Francisco Mashimbi
Assistant Lecturer - Mwanza



Ms. Leah Mlenga
Accountant - Mbeya



Ms. Margreth Mapunda
Assistant Lecturer - Singida

MR. LONGO BURA CHAIRS ELECTION SESSION AT RAAWU NORTHERN ZONE GENERAL MEETING IN DAR ES SALAAM

By Our Reporter

Mr. Longo Bura, the TIA Dar es Salaam RAAWU (Researchers, Academicians, and Allied Workers Union) Secretary was elected at RAAWU Northern Zone General Meeting to chair the election which was conducted to elect Zonal Chairperson and others. The meeting which was chaired by the Acting Chairperson of RAAWU Northern Zone Ms. Jane Mihanji took place in the GM Hall at Elegance Hotel, Sinza, Dar es Salaam on 13th September, 2016. It was attended by RAAWU members from four regions which form RAAWU Northern Zone. The latter comprises of Dar es Salaam/Zanzibar, Lindi, Coast, and Mtwara regions.

Apart from the election agenda, the fifth General Meeting of RAAWU Northern Zone had various agenda items such as RAAWU five year report which was successfully tabled and very well discussed. Another agenda



Mr. Longo Bura
RAAWU Secretary
TIA Dar es Salaam

was RAAWU Constitutional Review which however, was not tabled due to lack of enough contributions and suggestions as expected from members and on which the review would have been based.

The guest of honour in the General Meeting Professor F.S. Hamza, the RAAWU National Chairperson urged members of the meeting to elect good leaders in all RAAWU pending elections; to maintain solidarity within the union; and to avoid bribery in the election process so as to allow the exercise to become more democratic, that is free and fair. He also urged RAAWU members to reject the recently formed trade union which

claims to be doing just what RAAWU has been doing for a long time though it (that trade union) is not even recognized by Trade Union Congress of Tanzania (TUCTA).

Prof. Hamza reminded members that RAAWU has been conducting dialogues with the government on salaries increase, and in particular the minimum wage. The government has promised to effect the increase pending the government exercise of getting rid of ghost workers.

The election was conducted freely and fairly and at last the Electoral Committee under the chairmanship of Mr. Longo Bura announced the results for all posts that members voted for.

Ms. Jane Mihanji from Uhuru Publications emerged the new RAAWU Northern Zone Chairperson, she then thanked the voters and postponed the meeting until further notice.

TIA RAAWU CENTRAL COMMITTEE MEETING HELD AT THE CONFERENCE ROOM

Reported by Longo, M. Bura

Since the last RAAWU General Meeting, the newly elected RAAWU Central Committee convened its first meeting on the 27th May, 2016 with eleven attendees out of thirteen members of the committee.

In his opening remarks, RAAWU Chairman, Mr. Kelvin Njunwa hailed committee members for being elected and added that he was very happy to get such a good team to work with. He asked them to work very hard to be able to fulfill expectations of workers who elected them into the committee.

The agenda items for the meeting included handing over the office by the former RAAWU Committee to the newly elected one; evaluation of the last Workers Union Day (May Day) celebration; and RAAWU work plan for the financial year 2016/17. The meeting insisted on the need for each member to be given a copy



*Mr. Kelvin Njunwa
RAAWU Chairman
TIA Dar es Salaam*

of RAAWU constitution and a membership card; these happen to be the member's rights according to the constitution itself. The meeting also insisted on the need for engagement in talks with TIA management on issues regarding incentive packages for workers, both teaching and non-teaching staff.

Other issues discussed in the meeting included opening a bank account for RAAWU and also establishment of a TIA SACCOS to help workers with loans for development without having to go through long procedures as in the

case of commercial banks.

The meeting also discussed the need for having Health Committee at the workplace to cater for workers' health needs.

Attendance of RAAWU leaders and members at the seminars organized by workers union bodies at regional, national or international levels was also discussed.

It was agreed that it should be planned and be budgeted for, so that leaders can get an opportunity to acquire new knowledge and skills as well as exposure to various issues concerning workers welfare.

The leaders were also reminded to organise seminars for workers from time to time to equip them with necessary skills that they need for their welfare.

A BIRTHDAY PARTY FOR MR. MZEE BOMA AND MRS. LILLIAN RUGAITIKA

It is a TIA Dar workers' custom to prepare birthday parties for those whose birthdays fall in week days. They do it by some of them contributing a small amount of money enough to buy a cake and a few soft drinks just to show a solidarity among the workers.

This time it was a turn for Mr. Mzee H. Boma, Director of Business Development (DBD) who was retiring from service on the same day, and Mrs. Lillian Mpanju-Rugaitika, Head of Marketing and Public Relations whose birthdays happened to be on the same date, that is, 1st September.



Birthday Cakes for Mr. Mzee Boma (blue) and for Mrs. Lillian Rugaitika (pink)



Ms. Witness Mbura cutting a birthday cake



Mr. Mzee Boma (R) and Mrs. Lillian Rugaitika (L) both of whose birthday was being celebrated

FOCUS ON STUDENTS ISSUES

2016 TIASO PRESIDENTS FROM ALL TIA CAMPUSES



A Group Picture of TIASO Presidents for all Campuses taken just immediately after they had attended an Academic Board Meeting in Dar es Salaam. From left: Mr Ahmed Lupatu (TIASO Mbeya), Joseph Odilo (TIASO Mtwara), Mr. Godfrey M. Joho (in black suit, TIASO Dar es Salaam), Mr. Ramadhani Ramadhani (TIASO Singida), Mr. Ndikumana Nyalema (TIASO Kigoma), and Mr. Msajiri Surgeon (with a nectar, TIASO Mwanza)

FOCUS ON SCHOLARLY ARTICLES

Use of Social Media: Good and Bad Effects Among Workers and Students

By Ongito Hodari

Introduction

Social media permeates today's society with millions of people engrossed; some have gone to the extent that can be called an addiction to these facilities. It is becoming obvious that use of these media badly affects other important activities in our daily life as some tend to spend most of their time doing just online chatting, shopping, gaming and other similar activities which may not even contribute positively to their personal or organisational development.

According to Haigh (2010:7) social media or social networks are essentially online communities that allow users to come together, communicate and share things such as photographs, music or other files; and, most prolifically, to create short messages, often in the style of a mobile phone text message but shared among a group. People use the sites to ask their friends questions, say how they feel today and what they are up to, or comment on something they have seen on someone's page.

The social media are like Facebook, Twitter, Instagram, Whatsapp, Youtube, MySpace, Flickr and many others. They have been growing very fast and adoption rate of such media has been skyrocketing, mostly among the younger generation; they have managed to reach a great number of users. Facebook for example, by June 2016 reached more than one

billion (1.57 billion) users (Fb Newsroom, 2016). Social media has become an integral part of contemporary classrooms, political campaigning, and various aspects of our daily life. Incorporation of this massive media has come up with a lot of opportunities and challenges that need to be dealt with carefully otherwise, we might be the victims of its negative impacts.

Use of Social Media

In an academic institution like TIA, social media can be valuable tools for students and staff alike, they can be used to improve students or job performance and services if inclined towards academic or development issues, on the other hand they can turn to be detrimental if used inappropriately.

Use of online group discussions and access to social media providing educational information for students, academics and professionals are among what can be called the proper use of these media if contents of the discussions or of the social media will be those helping students with their academic information needs.

Lederer (2012:2) stresses about the benefits of using social media in education by saying that social media is an effective way to increase student engagement and build communication skills by allowing

students to feel more comfortable expressing themselves in a less intimidating environment, she also believes that social media can improve communication between students and instructors, while the latter can answer students questions, post homework assignments and lesson plans, send messages and updates, schedule or announce upcoming events.

Given the potential for collaboration, building connections, and exchanging information and ideas, academics, non academics and scholars can utilize social media to improve scholarships and professions. Problems occur when students, instructors or other workers use these media at the wrong time and for accessing information that cannot help them in their academic or professional endeavours.

Elaborating on the advantages of social media in education, Hopkins (2016) says that social media can increase student collaboration; students become friends with their classmates on social media and are more likely to collaborate on projects. This can lead to higher retention rates as students become more connected to the institution.

An academic department can use social media as a way to get students to participate in some works. Many students are naturally shy in person, and many may not speak up in a classroom, but that may not be the case on social media. Today's students grew up on social media and for many it is the natural way to interact.

A department can ask questions on social media such as Twitter and students can answer those questions, by including a specific hashtag. This not only allows the department to find the student answers but also allows other students to see what others are answering and create a dialog.

Social media can be useful for team projects at any academic institution that stresses the importance of the soft skill of working in groups. Social Media sites can be helpful to increase this ability as the students can hold meetings in real time and work on their projects. This increases the likelihood that they will also spend time together working on projects and may not have to make time to meet in person all the time as the project progresses.

Social media can provide a richer experience for resources; videos, resource websites, and tutorials can be shared very easily with the entire classroom at the click of the button. This eliminates the need for students to copy website links from a handout and have the risk of mistyping. It is much easier just to click a link than to type it.

Video conferencing in the classrooms is also a significant benefit. Using social networking sites such as Google Plus will allow the use of Google Hangouts. These sorts of resources can be used to setup class sessions where everyone can collaborate through video in real time. Google Hangouts can also be saved for future reference, in case one of the students has a problem and cannot make it to the meeting.

Guy (2012) claims that some of these tools such as Facebook and Twitter divert students' attention from classroom participation and ultimately are disruptive to the learning process. Students can get distracted and start using the social media for their personal purposes and not actually pay attention to the educational content. Instructors need to explain to the students that they should use social media as an educational resource, and therefore need to stay focused on those tasks during classroom participation.

Posting inappropriate content can also be a significant disadvantage; this can damage the reputation of the educational institution and likely one of the reasons that many educational institutions have not embraced social media. This can be overcome by having the proper social media policy in place and dealing with students who violate the plan in a manner that still encourages social interaction, but lets them know the need to remain professional. The risk of these sorts of incidents can normally be reduced with proper education of the students.

Students, especially those posting inappropriate content on social networks can not only hurt themselves in their classes but also raise a red flag to potential employers that the students from such an institution may not be a good fit. Many companies now use social media posts as a background check measure before hiring. This is also where Google classrooms can come in handy. It has many of the social media interaction applications and still will

allow one to keep their social media in education somewhat protected and private.

Relying too much on social media for communication can stifle a student's ability to interact in person. This is a problem throughout society and not just limited to education. Many of today's youth have grown up with technology and many times it is easier for them just to communicate online and not in person. That is one of the reasons to incorporate video conferencing into the classroom as part of a good strategy. Having the students interact through a social media technology such as Google Hangouts, can sometimes break the ice and allow them to communicate better in person. That's why it is better for the social media in education to remain a supplement to the educational activities and not the only method of instructional delivery.

Distraction can also be seen when employees start abusing work internet access for personal use during working hours. More problems occur when dishonest employees engage themselves in what seems to be like a fulltime use of the social media during the working hours and set only few hours for their normal duties. To these people things have turned around to be as if their main aim of being at the workplace is to get free time for personal issues such as chatting, watching videos, doing online shopping, and even playing games rather than using that time for employer's business.

Sometimes academic institutions become forced to assess whether or not the use of social media

outweighs the potential for negative impacts. This may lead to the need to develop social media policies that allow the organisation to reap the positive benefits of social media use while minimising the negative effects.

Conclusion

Higher education institutions enrol students who are considered grown ups, they also recruit enough qualified and reliable workers. These people do not really need to be reminded from time to time of their responsibilities either as students or as workers regarding proper time for use of social media. They should be aware that proliferation of social media in our time can be advantageous in that it could lead to improved students' performance in classes, or improved job performance on the side of the workers but on the other hand it could cause problems to both groups if its use is not made with some kind of respect.

Good use of social media is everybody's business, whether a student or a worker. It should be used at the appropriate time and in the appropriate manner. Its use shouldn't be allowed to interfere with the learning process nor with job performance; it should be directed towards achieving good results for both students and staff. There is a saying that if you respect your studies/job, it will bring back to you a respect. We all aspire for good results in everything we do, we should abstain ourselves from inappropriate use of social media with our smart phones, laptops and any

other devices which are capable of making such communications.

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OBITUARIES

The following TIA staff experienced difficult times following loss of their loved ones in their families; some lost parents and one lost a wife during this period of time. The bereaved included;

Mr. Aspenas Mwila lost his wife Mrs. Victoria Aspenas Mwira on 3rd September, 2016

She was laid to rest at Kwembe, Dar es Salaam on 7th September, 2016

Mr. Samuel E. Fulgence who lost his father Mr. Ndetembea Emmanuel Kimario on

21st May, 2016. His father was laid to rest at Kikelelwa village, Rombo district, Kilimanjaro on 28th May, 2016

Mr. Yahaya Mbaga lost his mother Mrs. Mwanaidi Mbaga on 23rd May, 2016. His mother was laid to rest at Usangi - Ndanda, Mwanga District, Kilimanjaro on 24th, May 2016

Mr. Longo Bura lost his father Mr. Martin Bahhe Bura on 22nd April, 2016. His father was laid to rest at Goima village, Chemba District, Dodoma on 26th April, 2016

MAY ALMIGHTY GOD REST THEIR SOULS IN PEACE - AMEN

ACADEMIC PROGRAMMES AT TIA

CERTIFICATE PROGRAMMES (1 YEAR)

Basic Technician Certificate in Accountancy (BTCA)
Basic Technician Certificate in Procurement and Logistics Management (BTCPLM)
Basic Technician Certificate in Business Administration (BTCBA)
Basic Technician Certificate in Human Resource Management (BTCHRM)
Basic Technician Certificate in Marketing and Public Relations (BTCMPR)
Basic Technician Certificate in Public Sector Accounting and Finance (BTCPSAF)

DIPLOMA PROGRAMMES (2 YEARS)

Diploma in Accountancy (DA)
Diploma in Procurement and Logistics Management (DPLM)
Diploma in Business Administration (DBA)
Diploma in Human Resource Management (DHRM)
Diploma in Marketing and Public Relations (DMPR)
Diploma in Public Sector Accounting and Finance (DPSAF)

BACHELOR DEGREE PROGRAMMES (3 YEARS)

Bachelor of Accountancy (BAC)
Bachelor of Procurement and Logistics Management (BPLM)
Bachelor of Business Administration (BBA)
Bachelor of Human Resource Management (BHRM)
Bachelor of Marketing and Public Relations (BMPR)
Bachelor of Public Sector Accounting and Finance (BPSAF)

POSTGRADUATE DIPLOMA PROGRAMMES (1 YEAR)

Postgraduate Diploma in Accountancy (PGDA)
Postgraduate Diploma in Procurement and Logistics Management (PGDPLM)

Mbeya Campus	Singida Campus	Mtwara Campus	Mwanza Campus	Kigoma Campus
Airport/Zambia Junction	Along Sepuka Road	At the Saba-Saba Grounds	Nyakato Area (Buzuruga)	Ujiji (Red Cross Building)
P.O. Box 825, Mbeya	P.O. Box 388, Singida	P.O. Box 169, Mtwara	P.O. Box 5247, Mwanza	P.O. Box 526, Kigoma
Tel. 255-025-2502276	Tel. 255-026-2502125	Tel. 255-023-2333948	Tel. 255-028-2570475	Tel. 255-028-2803529
Email: tiambeya@tia.ac.tz	Email: tiasingida@tia.ac.tz	Email: tiamtwara@tia.ac.tz	Email: tiamwanza@tia.ac.tz	Email: tiakigoma@tia.ac.tz

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