



# Ardhi University Department of Business studies Financial Inclusion Programme (ARUFIP)

Certified Financial Educators (CFE) Programme Catalogue 2025

## **1. About the CFE Programme**

The Certified Financial Educators (CFE) Programme is a specialized 10-day professional certification course designed to empower individuals with the expertise to advance financial inclusion across Tanzania. Delivered in collaboration with the Bank of Tanzania (BoT), this programme is an integral part of the Ardhi University Financial Inclusion Programme (ARUFIP). Aligned with the Certified Financial Educators Programme curriculum and related guidelines, the CFE Programme equips professionals to drive standardized, impactful financial literacy initiatives ultimately empowering underserved communities, including rural populations, women, youth, and micro, small, and medium enterprises (MSMEs).

## **2. Why this Programme?**

Despite significant advancements in digital financial services like mobile money and agency banking, Tanzania continues to face substantial financial literacy challenges. Low levels of understanding in budgeting, savings, credit management, and responsible digital finance usage persist, limiting financial inclusion. Moreover, evidence shows that high levels of financial literacy are positively associated with improved financial decision-making, household welfare, and broader economic growth, highlighting the urgent need for targeted financial education efforts. The CFE Programme bridges the gap specifically by targeting people in roles crucial to financial education and community engagement, through a standardized delivery training format equipping them with robust skills to lead sustainable and impactful financial literacy initiatives across broader Tanzanian communities.

## **3. Objectives of the Programme**

The overall aim is to foster a sustainable and systematic approach to financial literacy training in Tanzania. Specifically, the programme seeks to:

- Train a certified cadre of financial educators skilled in personal finance management training.
- Ensure standardized financial education delivery nationally.
- Establish a recognized registry of certified financial education professionals.
- Enhance professional conduct in financial education.
- Optimize resource utilization through targeted training.

## 4. Target Participants

A diverse range of people eligible for this programme includes, but is not limited to:

Sector	Roles
Financial Services	Bank/MFI staff, SACCOS managers, Mobile Network Operators
Public Sector	Educators, Local Government Officials, Cooperative Leaders
NGOs/Civil Society	Financial Capability Officers, Consumer Awareness Projects
Media	Financial Journalists, Radio and Presenters, newspaper editors, freelance writers
Community	VICOBA/SILC Leaders, Youth Mentors, Financial Coaches, etc

## 5. Curriculum Core Modules

The programme comprises five core modules totaling 8 credits, designed according to the Bank of Tanzania's national certification standards. These modules integrate theoretical instruction with practical application methods such as case analyses, simulations, and microteaching, ensuring trainees acquire standardized competencies essential for effective financial literacy interventions. The content progression is strategically aligned with Tanzania's National Financial Inclusion Framework (2023–2028), addressing critical skills gaps in numeracy, financial ecosystem navigation, money management, financial obligations, and consumer protection.

Module Code	Credits	Module Title	Sub-Enabling Outcomes	
CFE 01	1	Financial Numeracy Skills	✓	Demonstrate basic arithmetic in finance.
			✓	Calculate interest rates.
			✓	Employ numeracy for financial decisions.
CFE 02	1	Tanzania Financial Ecosystem	✓	Describe financial service providers/products.
			✓	Explain regulatory frameworks.
			✓	Analyze enabling infrastructure.

CFE 03	3	Money Management	✓	Differentiate genuine/fake currency.
			✓	Implement saving, budgeting & borrowing strategies.
			✓	Promote lawful income generation.
CFE 04	1	Financial Obligations	✓	Explain tax compliance.
			✓	Illustrate financial responsibilities.
			✓	Identify unlawful financial activities.
CFE 05	2	Personal Financial Protection	✓	Apply risk management.
			✓	Develop long-term financial plans.
			✓	Navigate consumer protection mechanisms.

## 6. Expected Learning Outcomes

Upon completion, participants will be able to:

- Apply numeracy skills for informed personal financial decisions.
- Understanding Tanzania's financial ecosystem, regulatory frameworks, products, and services.
- Implement practical money management strategies, including budgeting, saving, and responsible borrowing.
- Manage personal financial obligations, tax compliance, and recognizing unlawful financial activities.
- Utilize financial protection mechanisms, including risk management, consumer rights, and long-term financial planning.

## 7. Delivery Methods

Participants will benefit from:

- Interactive classroom lectures and guest lectures from industry experts.
- Practical assignments, microteaching, and simulation exercises.
- Case studies emphasizing real-life financial scenarios.

- A specialized Communication Skills Workshop to enhance presentation and training delivery.

## 8. Assessment Structure

Component	Weight	Format	
<b>Continuous Assessment</b>	60%	Individual assignments	20%
		Group assignments	30%
		Presentation	10%
<b>Final Written Examination</b>	40%	Comprehensive 2-hour closed-book exam covering all modules.	

Grades are awarded based on the following scale:

- ❖ A (80–100%): Excellent
- ❖ B+ (60–79%): Very Good
- ❖ B (50–59%): Good
- ❖ C (40–49%): Satisfactory
- ❖ D (0–39%): Weak

**Note:** A minimum cumulative grade of B is required for certification

## 9. Training Calendar for the Year 2025

The programme runs multiple cohorts annually, ensuring flexibility and broad accessibility. Dates and detailed schedules for each cohort are outlined below to facilitate early planning and participation.

Round	Dates	Format	Location	Tailored-Group Package
1	8–18 April 2025	In-Person	ARU Dar Campus	Corporate CFE services and evening delivery can be arranged and planned accordingly as per clients' needs and timetable schedules, in line with BoT regulations and CFE curriculum requirements.
2	26 May – 6 June 2025	In-Person	ARU Dar Campus	
3	14–25 July 2025	In-Person	ARU Dar Campus	
4	6–17 October 2025	In-Person	ARU Dar Campus	

5	1–12 December 2025	In-Person	ARU Dar Campus	
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**Note:** The upcoming three CFE training rounds are scheduled for:

- **14–25 July 2025**
- **6–17 October 2025**
- **1–12 December 2025**

## **10. Admission Requirements**

- ❖ Admission Requirement: Certificate of Secondary Education Examination (CSEE) or equivalent, plus demonstrated ability to influence others through professional/community roles.

## **11. Application and Registration**

- ❖ **Registration Process:** Registration is conducted electronically. The fee is **TZS 500,000** per participant, covering comprehensive training materials, daily refreshments, and certification.
- ❖ **Payment:** Payments should be made via electronic transfer to the Ardhi University account. Account details will be provided upon registration.
- ❖ **Contacts:** For more information, institutional partnerships, or tailored training inquiries, please contact:

**CPA Nurdin Igangula**

*Programme Public Relations Coordinator*

**Mobile:** +255 717 158 960

**Email:** igangula@aru.ac.tz



## 12. Experience From the Cohorts: A Journey that Transforms Ambition to Action

Since March 2025, the Certified Financial Educators (CFE) Programme has welcomed two full-time and two evening cohorts- fifty participants equipped to spark a revolution in financial inclusion. These are not just graduates; they are the frontline of a movement, each carrying forward a mission to bring financial empowerment to Tanzanian communities. For them, the CFE journey is more than coursework it is transformation in action.

### ❖ **Fueling Innovation, One Cup at a**

**Time:** Every CFE morning begins with the aroma of freshly brewed Tanzanian coffee and a plate of warm mandazis. It's a simple ritual, yet powerful. Around the breakfast table, a banker and a journalist swap



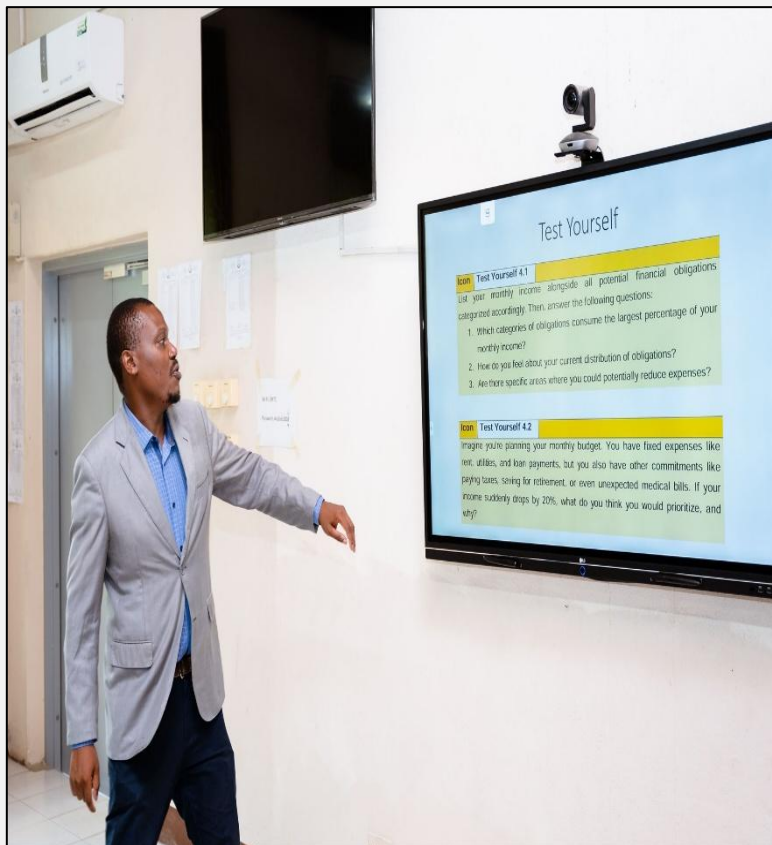
perspective; SACCO managers brainstorm with NGO officers. The tea break becomes a platform where strangers become collaborators, and ideas begin to flow like the caffeine in their cups.

### ❖ **A Campus Built for Change:** Held at Ardhi University's Dar es Salaam campus, the training venue offers more than comfort — it offers context. Spacious, air-conditioned lecture halls hum with energy, while high-speed internet and breakout rooms encourage dialogue and discovery. This is not just a campus. It is a catalyst.



❖ **A Faculty That Blends Experience and Expertise:**

Behind every session is a team of eight seasoned lecturers from the Department of Business Studies, each bringing their own edge: from macroeconomics to mobile finance, accounting to real estate economics. Joining them are certified financial educators with boots-on-the-ground experience. The result? Sessions with substance insightful, layered, and immediately relevant.



❖ **Learning That Revolves Around You:** CFE training flips the script. It's not about passive listening. It's about active becoming. From day one, the programme adapts to the learner their background, their setting, their future goals. The curriculum is shaped to engage and empower, allowing participants to lead their own learning journey.

❖ **Facilitators as Fellow Navigators:**

Here, lecturers don't dictate; they guide. They walk beside learners asking, challenging, co-creating. It's a model of mentorship that builds confidence and inspires curiosity. Because at CFE, the classroom belongs to everyone.





❖ **Power in Circles: The Group Discussion Effect:** Inside the sessions, voices bounce across the



room. Group discussions transform knowledge into strategy. A teacher from Mbeya shares a local budgeting challenge; a Dar-based fintech officer offers a digital solution. This isn't just theory, its theory tested, challenged, and reshaped by reality.

❖ **Demonstrating Impact, Not Just Concepts:**

One session might include a mobile money demo for market vendors. Another could involve building a savings tracker from scratch. Demonstrations make the abstract real — and build skills ready for the field.



❖ **Real Learning Happens When It's**

**Lived:** Simulations, role plays, and case studies form the heartbeat of the programme. Whether leading mock village training or troubleshooting fake currency scenarios, participants step into real-life contexts. This is not abstract learning. It's experiential. It sticks.

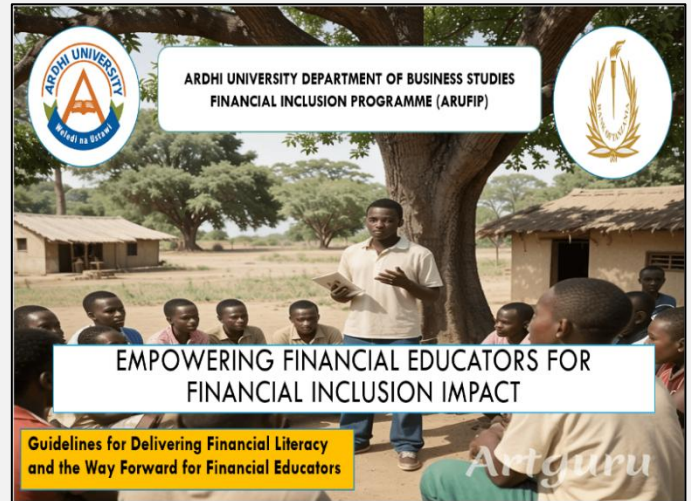




- ❖ **Equipped to Equip: The Educator's Toolkit:** An extra workshop dives deeper offering a certified guide on conducting financial education sessions. From tailoring messages to community needs to evaluating results, participants gain a practical toolkit designed for impact.

- ❖ **From Training to Research Leadership:** The CFE programme at ARU goes beyond training. The department and lecturers support research projects tackling issues like fintech access in rural regions, women's financial literacy, and access and affordability of digital credit lending. Research is no longer a university concept it becomes a community tool.

- ❖ **Speak. Present. Lead:** Each cohort builds communication muscle. Participants are trained to pitch ideas, conduct workshops, and address diverse audiences. They don't just leave with knowledge; they leave with voice.



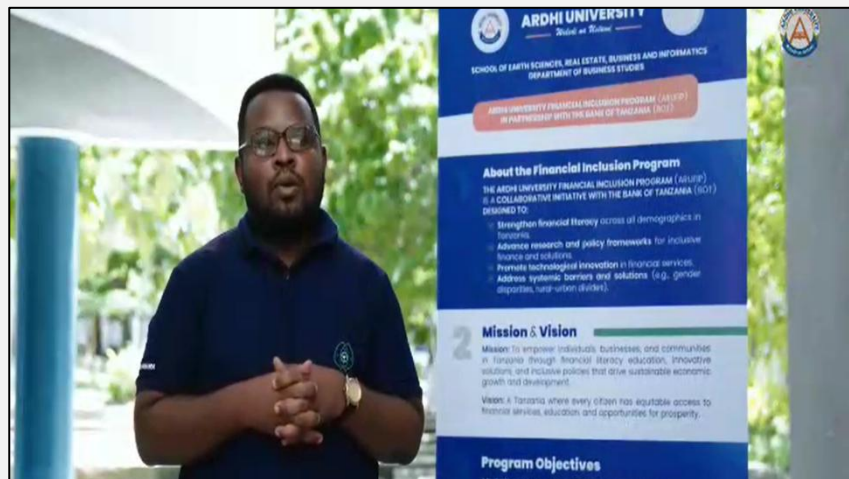


**Industry at the Table, the CFE Panel Discussion:** Before each cohort closes, a panel of industry experts joins the conversation. Bankers. Fintech leaders. Policymakers. These sessions blur the line between classroom and boardroom offering CFE learners a front-row seat to how systems really work.



❖ **Media as Our Ally in Financial Literacy:** The CFE Programme actively collaborates with media houses to amplify financial literacy efforts through content design, broadcasting, and public education campaigns. Some of our trainers are certified

financial journalists with a strong background in writing for national outlets, creating accessible content on financial and economic literacy. Their work spans radio shows, news features, and multimedia content all designed to make financial knowledge more available and relatable to the Tanzanian public.





### ❖ **Strengthening Financial Literacy**

**Ties:** As part of our engagement and outreach strategy, the CFE Programme conducts regular courtesy visits to key stakeholders in the financial sector — including fintech firms, financial service providers (FSPs), and commercial banks. These visits aim to strengthen collaboration, share

programme insights, and explore opportunities for joint initiatives in financial literacy to align our training efforts with evolving industry needs and ensure that our content remains practical, relevant, and responsive to the realities of Tanzania’s financial ecosystem.

- ❖ **Voices from the Field: Our Why in Action** "I was leading financial literacy circles, but this training has equipped me with new gear," says Fatuma Fumbwe, a financial literacy community educator from the Coffee Peasants Cooperative in Tabora, and a participant from Cohort 1. These are more than testimonials, they are proof. CFE is not an end.



- ❖ **Your Invitation to Lead** You’ve read the story. Now it’s your turn to write the next chapter. Join our upcoming cohort (14–25 July 2025) for just TZS 500,000. What you’ll gain is more than a certificate — it’s a BoT-endorsed credential, the legacy of Ardhi University, and a lifelong network of fellow changemakers.

***For details about the Ardhi University Financial Inclusion Programme (ARUFIP), contact the Department of Business Studies at +255 717 158 960.***



### 13.Trainer's profile



Dr. Samwel Alananga (PhD),  
Senior lecturer, CFE, Head  
Department of Business Studies

Dr. Samwel S. Alananga is a Senior Lecturer in the School of Earth Sciences, Real Estate, Business, and Informatics at Ardhi University, where he has served since 2008. He currently leads the Department of Business Studies and is a Certified Financial Educator (CFE). Dr. Alananga holds a PhD from Ardhi University, an MSc in Geoinformation Science from the University of Twente (Netherlands), a Master of Science in Economics and a Postgraduate Diploma in Law from the Open University of Tanzania, and a BA in Economics from the University of Dar es Salaam. His research interests lie at the intersection of geo-analytics, economics, and business sciences. His recent studies focus on the finance growth nexus, property market analysis, and applied geospatial analytics, with numerous publications in internationally recognized academic journals. Within the Certified Financial Educators Programme, Dr. Alananga leads training

sessions on **Personal Financial Protection**, where he integrates spatial-economic insights with practical tools to help learners understand risk management, long-term planning, and consumer protection in personal finance.



Dr. Jared Massele (PhD),  
Lecturer, CFE, Department of  
Business Studies

Dr. Jared Massele has been a Lecturer in the Department of Business Studies at Ardhi University since 2022 and is a Certified Financial Educator (CFE). He holds a PhD in Enterprise Management from Wuhan University of Technology (WHUT), an MSc in Finance, and a BA in International Business both from the University of Strathclyde, United Kingdom. His academic and teaching experience spans international finance and trade, project management, investment projects, and product innovation. He has also taught extensively in the areas of management, financial markets, treasury operations, strategic business planning, and feasibility analysis. Within the Certified Financial Educators Programme, Dr. Massele leads sessions on **Personal Financial Obligations**, equipping learners with practical understanding of taxation, lawful financial conduct, and the responsibilities tied to

sustainable personal finance.



Dr. Rosemary Mnongya (PhD),  
Lecturer, CFE, Department of  
Business Studies

Dr. Rosemary Mnongya is a Lecturer, Researcher, Consultant, and Certified Financial Educator (CFE) in the Department of Business Studies at Ardhi University, where she has served since 2022. She holds a PhD in Applied Economics from Capital University of Economics and Business (Beijing, China), a Master of Arts in Economics from the University of Nairobi (Kenya), and a Bachelor of Arts in Economics from St. Augustine University of Tanzania.



Her research interests focus broadly on financial inclusion, and she has teaching experience in econometrics and research methods. Dr. Mnongya is a Governing Council Member of the Economic Society of Tanzania and serves as a Senior Research Fellow at the Africa-China Center for Policy and Advisory. She currently holds the position of Acting Director of Endowment Fund and Resource Mobilization at Ardhi University. Within the Certified Financial Educators Programme, Dr. Mnongya facilitates sessions on **Financial Planning and Investment**, equipping participants with practical tools for long-term wealth creation, financial goal setting, and personal investment strategies.



Dr. Mboni Kibelloh (PhD),  
lecturer, CFE, Department of  
Business Studies

Dr. Mboni Kibelloh is a Lecturer in the Department of Business Studies, School of Earth Sciences, Real Estate, Business and Informatics (SERBI) at Ardhi University, where she has served since 2023. She holds a PhD in Management of Science and Technology from Huazhong University of Science and Technology (HUST – China), an MBA in Information Technology, and a BBA in International Business from SIU-London, and a Certified Financial Educator (CFE). She is a tech enthusiast passionate about digital transformation and inclusion in business and financial systems. Her academic and professional interests span entrepreneurship, digital marketing, innovation management, e-commerce, systems analysis and design, leadership, MIS, gender inclusion, and e-learning. As part of the Certified Financial Educators Programme, Dr. Mboni leads training

sessions on **Digital Finance and Lawful and Unlawful Earning**, equipping learners with practical skills for navigating digital financial platforms while promoting ethical income generation and awareness of financial misconduct in personal finance.



Mr. CPA Nurdin Husama  
Igangula, Assistant lecturer,  
Finance Expert, CFE,  
Department of Business  
Studies

CPA. Nurdin Husama Igangula is a distinguished finance expert, Certified Public Accountant (CPA-T), Certified Financial Educator (CFE), and Lecturer in the Department of Business Studies at Ardhi University. His impactful career bridges academia and industry, with a strong focus on financial literacy, economic empowerment, and sustainable development. Currently pursuing a PhD in Business Administration, his research explores the intersection of household energy consumption dynamics and financial inclusion, with a particular emphasis on promoting sustainable energy practices in emerging markets. He has played a leading role in advancing financial inclusion in Tanzania since 2018, spearheading numerous initiatives aimed at expanding access to financial services and promoting economic empowerment across communities. Within the Certified Financial Educators Programme, CPA. Igangula leads sessions on **Financial Numeracy**, providing learners with

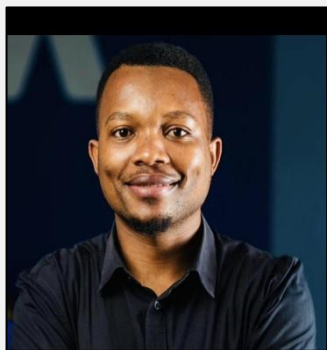
foundational skills in arithmetic, interest calculation, and quantitative decision-making to support responsible personal financial management.



Mr. Aziz Rashid, assistant lecturer, CFE, Financial Inclusion Expert, Department of Business Studies

Mr. Aziz Rashid is a Financial Economist, Assistant Lecturer, and Certified Financial Educator (CFE) at the Department of Business Studies, Ardhi University. He possesses expertise in economics of banking and financial system, financial literacy training, curriculum design, and impact evaluation, and has delivered professional training sessions and developed instructional materials for national financial inclusion initiatives under the Bank of Tanzania. His academic and research interests include financial system stability, monetary policy operations, digital financial ecosystem, and development economics. Mr. Aziz is also experienced in financial inclusion advocacy, monitoring and evaluation, socio-economic advisory, and financial journalism. As part of the Certified Financial Educators Programme, Mr. Rashid leads sessions on the **Financial Ecosystem, Digital Financial Services, and Currency Management**, helping learners understand the structural mechanism of financial system, apply digital finance tools responsibly, and distinguish between genuine and counterfeit currency in

practical financial contexts.



Mr. Grayson Shirima, Assistant lecturer, CPB (T), CFE, Department of Business Studies

Mr. Grayson Shirima is an Assistant Lecturer in the Department of Business Studies at Ardhi University. He also serves as a member of the Examination Coordination and Quality Assurance Committee within the department. He holds a Bachelor of Commerce in Finance from the University of Dar es Salaam and is a Certified Professional Banker (CPB-T), and Certified Financial Educator (CFE). Mr. Shirima is committed to transforming business knowledge through research and business-banking consultation. His research interests lie in banking systems and investment. As part of the Certified Financial Educators Programme, Mr. Shirima leads sessions on **Financial Numeracy**, equipping participants with foundational skills in arithmetic, interest computation, and numerical reasoning to support responsible and informed financial decision-making.



Ms. Lucymary Kamote, assistant lecturer, CFE, Department of Land Management Valuations

Ms. Lucymary Samuel Kamote is an Assistant Lecturer in the Department of Land Management and Valuation, under the School of Earth Sciences, Real Estate, Business, and Informatics at Ardhi University, a position she has held since 2018. She holds a Master of Science in Real Estate Business from Ardhi University and a Bachelor of Science in Property and Facilities Management, and a Certified Financial Educator (CFE). Her research interests focus on property management, real estate management, and strategic facilities management. Professionally, she is experienced in academic engagement in facilities management, rehabilitation and space optimization, and emerging innovations in property technology (PropTech). In the Certified Financial Educators Programme, Ms. Kamote facilitates sessions on **Personal Saving and Budgeting**, guiding learners through

practical techniques for planning, saving, and managing personal finances responsibly.