



# CBA FOR AFRICA 2026

*Brochure*

## A MESSAGE from the FOUNDER

I'm thrilled to welcome you to the 2026 Creative Business Academy for Africa program! As your journey begins, I'm filled with excitement, not just for the next few months, but for the impact you're about to make.

Our original goal was to build a more informed and skilled workforce for Africa's creative industries. But over the years, I've realized our purpose runs much deeper. We're here to shape individuals with character, vision, network, and competence who can truly transform Africa, regardless of the sector they choose to lead. This is about building the future leaders of our continent.

Our theme for 2026 is 'IMPACT!' It's the driving force as we move the 'Ecosystem Template' forward, formally integrating the business of Film and Fashion alongside Music. We're executing the entire program as a real-world business simulation—because Africa needs people who don't just understand theory, but can achieve results. This immersive experience is designed to challenge you to think horizontally across the creative economy and develop the competence required to translate potential into profit and tangible social impact.

As you step into this academy, I have one request: commit wholeheartedly. Our alumni know that the reward you get is directly proportional to the effort you put in. It will be

demanding, rigorous, and challenging, but I promise you, it will be worth every moment. Hold close to our founding values: Leadership, Competence, and Community.

To the 2026 cohort, I say: embrace this unique experience. Build lasting relationships, leverage the power of your network, and dare to think bigger than you ever have before.

I look forward to witnessing the incredible companies and careers that will emerge from this cohort.



See you in class!

*Godwin Tom*

Founder



# Welcome Note

Welcome to The Creative Business Academy for Africa 2026. For five years, this institution has grown and churned out industry leaders and innovators for Africa's creative economy. The impact and influence that the Academy holds is immense, and its growth is a testament to the work we do and the readiness to learn displayed by those who join us.

The Programme is rigorous and practical; it gives you first-hand experience of what is required to build a successful career. We've built a strong army of over 1,500 alumni who are competent, innovative, and excellent in all their chosen fields. So as you begin this programme today, keep an open mind, be ready to learn, and be ready to absorb the most unique educational experience of how Africa's creative ecosystem works.

Congratulations!

*Elizabeth Sobowale.*

**Programme Director,  
CBA for Africa**

# ABOUT **CBA** FOR AFRICA

The Creative Business Academy for Africa (CBA for Africa), formerly known as Music Business Academy for Africa, was established in 2020 and has continuously championed the development of a knowledgeable and skilled workforce for Africa's music and entertainment industry. This initiative started as an Internship Programme in 2017 and transitioned into a Talent Management Training Programme. Now operating under the Creative Talent Foundation (CTF), the academy offers a comprehensive vocational programme that educates professionals about the business aspects of the music industry. Its mission is to equip individuals with the necessary skills to contribute to Africa's creative ecosystem by providing information that connects people to African and global opportunities. With over 1,500 graduates from various African countries and around the globe from the programme's initial edition in 2020, the Creative Business for Africa Programme has continued to leave its mark on the music industry.

# ABOUT THE 2026 EDITION

The 2026 Edition of the CBA For Africa programme is an initiative of the Creative Talent Foundation (CTF) and with support from the Creative Industries Initiative For Africa (CIIFA), a company focused on connecting people to information and opportunities in Africa or globally. Our curriculum is developed in collaboration with Prof. Carlos Chirinos of New York University's Music Business Programme. We are developing a global programme and curriculum with an African focus.

BRIDGING the  
GAP

# The CBA for Africa 2026: An Ecosystem Template

Our theme for the 2026 cohort is "An Ecosystem Template." We're building on our proven model to show how the Music Industry interacts and intersects with all the other sectors of the creative economy, from Film to Fashion. This year, we will formally incorporate four core focus areas:

- Music Business Programme
- Film for Music Programme
- Fashion in Music Programme
- Talent Development Programme

The entire academy will operate as a simulated version of the real-world creative economy. Students will select roles from across the integrated ecosystem and receive high-level mentorship from professionals in our network, all within an incubator-like structure. This approach is designed to foster the development of viable, cross-sector creative companies.

Our comprehensive approach and format remain hinged on three pillars:



## Learning:

- Our curriculum, comprising 14 modules, will be made available online through our learning management system (LMS).
- Live sessions featuring industry professionals who have both local and global experience.
- Classes are made available in English, French, and Swahili.  
Guidance from affiliate partners.

## Practice

including on-the-job training opportunities such as;

- Songwriters Camp
- Artist Development Camp
- Artist Brand and Album Planning
- Contracts and Documentation.

## Results

including the concluded KPI deliverables from the aforementioned on-the-job training such as;

- Students' Yearbook/Magazine
- EP Projects
- Podcast Series
- Concert and Graduation

# THE CBA FOR AFRICA PROGRAMME

NUMBER OF COURSES:  
**5 COURSES**

NUMBER OF MODULES  
**14 MODULES**

NUMBER OF CLASSES  
**65 CLASSES**

TOTAL CONTACT HOURS  
**100 HOURS**  
**30 MINUTES**

# THE CBA FOR AFRICA PROGRAMME

CLASS EXERCISES – Participation per Module:  
**4 MODULES** on average

MODULE TEST (to assess the understanding of the  
concepts and topics taught):  
**1 TEST PER MODULE**

MODULE TASK (to highlight the overall learning  
objectives of the module):  
**1 TASK PER MODULE**

# Talent Development Programme

The Talent Development Programme, formerly known as the MBA Talent Project, is a part of the training programme and involves the selection of talented artists from across the African Continent. The students in the programme will then practise all that they have learnt through the online sessions and use this knowledge to record, release, promote five EPs and develop the artists' careers.

# PROGRAMME GRADING STRUCTURE

Our grading system is designed to be transparent, fair, and holistic. It rewards consistent effort, active participation, individual understanding, and, most importantly, the ability to collaborate and deliver results in a team environment.

## Grading Components & Weighting:

Your final score is calculated out of 100% and is composed of the following:

10%

### **Class Attendance & Quizzes**

Based on your completion of weekly lessons and quizzes on the LMS.

10%

### **Focus Group Participation**

Graded on the quality and consistency of your contributions to discussions in their respective focus group.

20%

### **Live Session Participation**

Assessed on your active engagement, insightful questions, and contributions during live sessions.

20%

### **Module Assignments**

Individual assignments are designed to test your understanding of the concepts taught in each module.

40%

### **Capstone Project Contribution**

Your primary grade is based on your performance, teamwork, and deliverables within your assigned capstone project group.

# CBA for Africa BENEFICIARIES FUND

The Beneficiaries Fund was established to support individuals from low-income and disadvantaged communities in Africa. Donors and Sponsors of this fund pool their funds to help young individuals across Africa who wish to pursue a career in the music and creative industries.

Donors and Sponsors of this fund support the dreams of young individuals across Africa who aspire to pursue a career in the entertainment and creative industries.

The Beneficiary Fund also supports the WOMEN'S FUND, which caters to increasing female participation and inclusion in the African Music and Creative Industry.

The beneficiaries will be selected from participants of the annual Bootcamps. This ensures that the opportunity is given to those who truly want to have a career in the business. Read more about the beneficiaries fund [here](#)



**To sponsor or support this fund, please email**  
[info@creativetalentfoundation.org](mailto:info@creativetalentfoundation.org)

# Certificate of Participation

Every student will receive a certificate of participation for completing the programme. We will not give certificates to students who do not complete the programme. Students who fail to complete the program will get a chance to complete it at their own pace for a discounted fee at the end of the programme.

The certificates will be awarded by the Creative Talent Foundation (CTF) for the successful completion of the 2026 Edition of the Creative Business Academy for Africa programme. The presentation of certificates will take place on Graduation Day.





THE MUSIC BUSINESS ACADEMY FOR AFRICA

# MASTERS

## PROGRAMME

AN EXCLUSIVE MENTORSHIP  
& COACHING PROGRAM.



A 3 Month  
Advanced Programme

The Creative Business Academy for Africa's Master's Programme is a three-month leadership accelerator (August-October 2026) for mid-level and relatively more experienced African creative professionals (2-5 years' experience) aiming for executive roles. It is designed to equip leaders to address financial gaps in the creative sector by structuring deals and attracting capital.

The curriculum, an elevation from the foundational Creative Business Academy (CBA), focuses on strategic leadership with the aim of producing a cohort of pre-vetted entrepreneurs with bankable projects ready to fuel the music industry and the broader ecosystem.

**Coming soon...**

# The Calendar

**OCT 6TH, 2025**

CBA for Africa 2026 Programme Announcement.

**OCT 26TH to  
NOV 3RD, 2025**

CBA for Africa 2024/2025 Early Bird Registration

**NOV 3RD, 2025 to  
FEB 27TH, 2026**

(CBA for Africa 2026 Open Registration)

**NOV. 7TH, 2025 to  
DEC. 7TH, 2025**

CTF Bootcamps

**DEC. 1ST, 2025 to  
12TH JAN, 2026**

Talent Development Programme (Open Call)

**FEB 7TH, 2026**

CBA For Africa 2026 Training Programme Starts.

**FEB 28TH '26**

End of CBA for Africa 2026 Registrations

**APR 27TH to  
MAY 2ND, 2026**

Songwriting & Production Camp.

**APR 27TH to  
MAY 28TH, 2026**

Artist Development Camp.

**AUG 30TH, 2026**

End of CBA for Africa Classes

# REGISTRATION **PROCESS**

- Register for a Focus Area E.g Film for Music Programme, Fashion in Music Programme, Talent Development Programme or the Full Music Business Programme- [HERE](#)
- Focus Areas Includes:
  - Film for Music Programme
  - Fashion in Music Programme
  - Talent Development Programme
- Registration starts on the 3rd of November 2025
- Program Starts on the 7th of February 2026.

# Testimonials

From business managers to country managers and marketing managers for some of Africa's emerging businesses, we are building an army of informed, empowered and competent people for Africa's creative Industries.

Click [\*\*HERE\*\*](#) to watch some of the Alumni share their experiences

Stay connected on events, news and updates with Alumni of the Creative Business Academy For Africa on [Instagram](#) and [X \(formerly twitter\)](#).

# Leadership

# C.T.F. TEAM



**Godwin Tom**  
Founder, CTF



**Elizabeth Sobowale**  
Programme Director,  
CBA for Africa, CTF



**Pokyes Jan**  
Head of  
Administration  
CTF / Assistant  
Programme  
Director CBA  
for Africa



**Nissi Utho**  
Project  
Manager,  
CTF



**Ugochi Silas**  
Community  
Manager,  
CTF

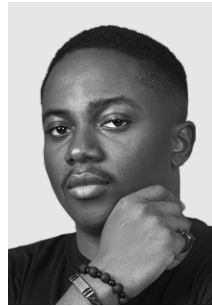


**Emerald Ogo**  
Assistant  
Project  
Manager,  
CTF

# CIIFA TEAM



**Olufemi Taylor,**  
General  
Manager  
CIIFA



**Kini-Abasi Edet**  
Head of  
Operations



**Abigail Ogunmilor**  
Chief of Staff  
CIIFA



**Annika Craine**  
Partnerships  
Lead



**Chioma Okoro**  
Head of A&R

# CIIFA TEAM



**Williams  
Ayotomiwa**  
Project  
Manager



**Winifred  
Mbonu**  
Legal &  
Business  
Affairs Officer



**Itoro  
Nehemiah**  
IT and  
Software  
Consultant



**Jonathan  
Nwachukwu**  
Design Lead



**Glory  
Edwin**  
Operations  
Assistant



**Williams  
Aliku**  
Facility  
Manager

# CBA FOR AFRICA

2026

*Curriculum*

# Course 1:

## **Navigating the Core**

### – The African Music Business Landscape

MODULE

01

# INTRODUCTION TO MUSIC BUSINESS IN AFRICA

Feb 7th -15th

**CLASS 1:****African Music Industry History (7th Feb)**Learning Outcomes:

- Comprehend the Historical Development of the African Music Industry.
- Identify Key Influences on Contemporary African Music.
- Understand the Opportunities that Attracted Major Record Labels to Africa in the 1970s and 1980s.
- Analyse the Elements that Have Led to the Music Industry's Recent Growth.
- Identify the Roles of Current Stakeholders in the Future of the African Music Industry

**CLASS 2:****Entrepreneurship in the Music Industry (8th Feb)**Learning Outcomes:

- Recognition of Entrepreneurial Prospects within the African Music Sector.
- Comprehension of Intersectoral Relationships with the Music and Creative Industries
- Acquisition of Knowledge Regarding Challenges Impeding the Growth of the Music Sector in Africa.
- Identification of Avenues for Growth and Advancement in Africa's Music Sector.
- Understand Critical Thinking, Problem-Solving, and Communication Proficiency.

**CLASS 3:****Music and the African Economy (14th Feb)**Learning Outcomes:

- A comprehensive understanding of the economic significance of the music industry in Africa.
- The capacity to analyse the correlation between music, cultural identity, and economic growth.
- Development of entrepreneurial skills and a firm grasp of the music business landscape.
- An understanding of company structures, core roles, and the process of initiating a music-related enterprise.
- Awareness of the challenges and opportunities for sustainable development within the African music industry.
- Enhanced critical thinking and problem-solving abilities concerning music economics.
- The ability to communicate effectively and engage in collaborative work in a professional context.

**CLASS 4:****Finance Basics (15th Feb)**Learning Outcomes:

- Develop a strong foundation in financial management skills specific to the music industry.
- Create realistic and comprehensive budgets that align with project goals
- Understand basic bookkeeping and accounting principles
- Develop skills in resource management (financial and human)
- Gain a basic understanding of tax management for artists and music businesses in Africa
- Develop critical thinking and problem-solving skills in financial decision-making
- Enhance communication and presentation skills through budget presentations and case study analysis

MODULE

02

# INDUSTRIES OF THE MUSIC BUSINESS

Feb 21st - March 8th

**CLASS 1:****The Music Publishing Industry (21st Feb)**Learning Outcomes:

- Understanding the role of music publishing in the industry.
- Identification of key elements within publishing agreements.
- Understanding the distinction between Composition and Sound Recording.
- Knowledge of the roles of publishers, PROs, and composers.
- Awareness of royalty collection for Performance Rights: Television, Radio, Online platforms.
- Understanding of copyright laws and licensing pertaining to music publishing.
- Awareness of the function of PROs in the publishing sphere.
- Capacity to analyze and compare varied publishing agreements.
- Insight into contemporary trends and challenges in music publishing.

**CLASS 2:****The Recording Industry (22nd Feb)**Learning Outcomes:

- Comprehend the structure and various components of the recording industry, including record labels, publishers, distributors, and other key stakeholders.
- Analyze the influence of technology on recording practices and the music business, such as the transition from analog to digital recording, the growth of streaming platforms, and the democratization of music production.
- Acquire a thorough understanding of the recording process, from pre-production to post-production.

- Examine the role of record labels and other music business entities in artist development and promotion.
- Critically evaluate the influence of digital distribution and streaming on artists, labels, and the music industry as a whole.
- Develop research and presentation skills through the detailed analysis of specific case studies.
- Understand the intricacies of master recording ownership and licensing.
- Analyze label promotional strategies for singles, albums, and artist collaborations.
- Gain comprehensive knowledge of the digital distribution landscape for sound recordings.

**CLASS 3:****Live Music Industry (28th Feb)**Learning Outcomes:

- Comprehend the Dynamics of the Live Music Industry on a Regional and Global Scale
- Develop Proficiency in Planning and Executing Live Events.
- Understand the Diverse Roles within the Live Music Industry.
- Understand Concert Production Essentials.
- Understand the Financial Structures of Live Music Events.
- Investigate the Influence of Technology on the Live Music Industry
- Appreciate Legal and Ethical Considerations

**CLASS 4:****Interactive Industry (Technology, AI and Blockchain in Africa) (1st March)**

- Understand the key platforms and technologies of the interactive music sector.
- Recognize emerging trends and opportunities for African creators in this space.
- Formulate and prototype your own concepts for interactive music experiences.
- Think critically about the future impact of technologies like AI and blockchain on the music industry.
- Enhance your creative and innovative approaches to music creation and fan engagement.

**CLASS 5:****Support Services Industry (March 7th)**

- A thorough comprehension of the function of support services in the music industry.
- The ability to recognize and appraise pivotal resources accessible to artists.
- The development of networking proficiencies and industry connections.
- An augmented understanding of the complexities and opportunities for artists in procuring support services.
- The capacity to formulate a resource guide and support strategy for aspiring artists.

MODULE

03<sub>A</sub>

# TALENT MANAGEMENT AND A&R

March 14th - March 29th

**CLASS 1:****Artist Management (March 14th)**Learning Objectives:

- Comprehension of the roles and responsibilities inherent in artist management
- Development of essential skills and attributes for talent management, such as effective communication, negotiation, and problem resolution
- Awareness of ethical considerations and potential conflicts of interest in artist management
- Familiarity with artist management agreements and legal matters
- Proficiency in developing and implementing a comprehensive artist management plan

**CLASS 2:****Managers and A&Rs as Key Stakeholders in Talent Development (March 15th)**Learning Outcomes:

- A thorough understanding of the roles of managers and A&Rs in talent development.
- The ability to devise effective strategies for nurturing emerging talent and building durable artist brands.
- A detailed knowledge of the A&R process, including the key stakeholders and various phases of artist development.
- The capacity to identify and exploit revenue opportunities for A&R professionals and artists within the music industry.
- Proficiency in financial planning and budgeting for artists, encompassing an understanding of contracts, royalties, and income diversification.

- Enhanced communication, negotiation, and collaborative proficiencies for effective interaction with artists, managers, and other industry professionals.

**CLASS 3:****Talent Identification, Evaluation, and Advancement (March 28)**Learning Outcomes:

- Develop Proficiency in Talent Evaluation and Identification
- Construct Effective Strategic Development Plans for Artists
- Comprehend the Artist Development Continuum
- Develop Skills in Talent Appraisal
- Obtain Comprehensive Insight into the Artist's Professional Trajectory

**CLASS 4:****Artistic Identity and Establishing a Core Audience (March 29th)**Learning Outcomes:

- Comprehend the Significance of Artistic Identity
- Formulate Strategies for Establishing and Maintaining a Core Audience
- Knowledge of Components in an Artist's Plan and Business Plan
- Marketing Activities for Each Stage of an Artist's Growth Utilizing the Artist Life Cycle.
- Identify Key Elements of Audience and Fan Engagement for Conversions.
- Knowledge Regarding Creating an Identity for Talent Utilizing Social Media and Existing Digital Platforms to Establish a Core Audience.

MODULE

04

# INTELLECTUAL PROPERTY AND CONTRACTS

April 11th - April 19th

**CLASS 1:****Copyrights (April 11th)**Learning Outcomes:

- Understand the foundational legal principles pertaining to music copyright.
- Development of expertise in the safeguarding of intellectual property.
- Acquisition of knowledge concerning copyright protection within the African context.
- Understanding of the roles of rights owners in the governance of Collective Management Organizations (CMOs) and Performing Rights Organizations (PROs).
- Knowledge of revenue generation streams in sound recording and musical composition.
- Ability to discern and evaluate copyright-related legal matters.
- Capacity to articulate and communicate effectively about copyright.
- Skill in applying copyright law to practical, real-world scenarios.

**CLASS 2:****Music Industry Contracts I (April 12th)**Learning Outcomes:

- Identify and Comprehend Various Types of Music Industry Contracts.

- Cultivate Negotiation Skills for Contractual Discussions.
- Understand the Role and Responsibilities of Management and Managers.
- Formulate Managerial Recommendations for Artists.
- Define and Differentiate the Roles of Managers and Labels Through Contractual Analysis.
- Critically Evaluate Contractual Terms and Their Potential Impact on Artist Careers.
- Develop Competence in Drafting and Interpreting Music Industry Agreements.
- Acquire a Comprehensive Understanding of the Legal and Business Facets of the Music Industry.

**CLASS 3:****Music Industry Contracts II (April 18th)**Learning Outcomes:

- Understanding the Complexities of Diverse Music Industry Contracts.
- Development of Effective Negotiation Approaches.
- Comprehension of Contractual Terms, Clauses, Interpretations, and Consequences of Breach
- Acquisition of Skills in Contract Drafting and Negotiation.
- Gaining Practical Negotiation Experience Through Simulated Negotiations.
- Cultivation of Critical Thinking and Problem-Solving Proficiencies.

## **CLASS 4:**

### **Intellectual Property Valuation (April 19th)**

#### Learning Outcomes:

- Comprehend the process of valuing music intellectual property.
- Analyse the ramifications of IP valuation for artists.

Develop an understanding of how the industry protects and monetizes IP.

Gain knowledge of the considerations that shape IP laws.

Acquire the ability to apply IP valuation methodologies in practical scenarios.

Cultivate awareness of the legal and regulatory framework surrounding IP valuation.

Enhance critical thinking and analytical skills.

Improve communication and presentation proficiencies.

REGISTER FOR FULL PROGRAM

REGISTER FOR THIS MODULE

MODULE

07

# BRANDING AND MARKETING IN THE MUSIC BUSINESS

June 13th - June 21st

**CLASS 1:****Music and Brand Marketing (June 13th)**Learning Outcomes:

- Comprehend the Role of Branding in the Music Industry
- Develop Effective Marketing Strategies for Artists
- Learn how to Build an Artist Brand
- Learn About Public Relations and Its Importance
- Understanding the Basics of Music Marketing and Relevant Marketing Concepts
- Understanding the Role of Decision Making in Music Marketing

**CLASS 2:****Artist Strategic Planning (June 14th)**Learning Outcomes:

- Acquisition of strategic planning proficiencies for artist management
- Identify and evaluate successful strategies and methodologies that have underpinned the success of established artists on the music industry
- Understanding of critical components, including financial planning, marketing initiatives, and career development that make up an artist's strategic and business plan.
- Implement targeted marketing activities for each phase of the artist's career lifecycle
- Comprehend the value of establishing and nurturing

relationships with industry peers and professionals, and formulate strategies for effective networking.

- Awareness of contemporary trends and challenges in the music industry.
- Cultivation of critical and innovative thinking concerning artist development

**CLASS 3:****Music Marketing Strategy (June 20th)**Learning Outcome:

- Comprehend the constituents of an effective marketing strategy
- Develop proficiency in designing and executing marketing campaigns
- Acquire the skill to establish marketing goals for an artist's music and brand
- Learn to assess marketing endeavors in accordance with strategic and business planning
- Gain a profound understanding of various music marketing avenues and their efficacy
- Cultivate the ability to identify target audiences and develop consumer profiles
- Master the creation of engaging content and promotional materials
- Recognize the significance of data analysis and performance measurement in marketing
- Develop the aptitude to adapt marketing strategies based on analytical outcomes

REGISTER FOR FULL PROGRAM

REGISTER FOR THIS MODULE

## **CLASS 4:**

### **Social Media and Digital Marketing in the Music Business (June 21st)**

#### Learning Outcomes:

- Comprehension of the Significance of Digital Marketing in the Music Industry
- Formulation of Effective Social Media Strategies for Artists
- Utilization of Social Media as a Strategic Marketing Instrument
- Data Acquisition via Social Media
- Significance and Practical Application of Digital Marketing (Social Media Advertising, Email Marketing, Newsletters) in Music and Brand Promotion

MODULE



# EVENT PLANNING AND TOURING IN AFRICA

June 27th - July 5th

**CLASS 1:****Event Planning and Management (June 27th)**Learning Outcomes:

- Acquire a fundamental understanding of event planning and management within the music industry context.
- Develop practical skills in organizing and executing successful music events.
- Demonstrate the ability to design, plan, and manage budgets for events effectively.
- Identify and critically analyze the factors that contribute to the success or challenges of music events.
- Gain practical experience in event planning through collaborative projects and structured assignments.
- Develop critical problem-solving, decision-making, and communication proficiencies relevant to the music industry.

**CLASS 2:****Live Events Practice (June 28th)**Learning Outcomes:

- Acquisition of extensive practical experience in all aspects of live event management.
- Development of strong teamwork, communication, and problem-solving skills in event planning and execution.
- Attainment of a deep understanding of event management roles, responsibilities, and operational procedures.

- Demonstrated ability to produce a live event from conception to completion.
- Achievement of proficiency in budgeting, financial management, and the presentation of event proposals.
- Enhancement of critical thinking and decision-making skills in high-pressure event situations.
- Comprehensive understanding of the legal and ethical considerations in event management.
- Ability to adapt to and respond effectively to unforeseen challenges during live events.

**CLASS 3:****Touring in Africa (4th July)**Learning Outcomes:

- Comprehend the complexities of African tour planning and execution.
- Cultivate logistical, financial, and risk assessment skills for music tours.
- Recognize challenges and opportunities in African touring.
- Understand investment landscapes and obstacles in the African touring sector.
- Formulate strategies to surmount challenges and capitalize on African music market opportunities.

REGISTER FOR FULL PROGRAM

REGISTER FOR THIS MODULE

## **CLASS 4:**

### **Touring Revenue Streams (5th July)**

#### Learning Outcomes:

- Attainment of a Thorough Understanding of Tour Revenue
- Development of Financial Planning and Budgeting Competencies
- Enhancement of Strategic Thinking and Innovative Problem-Solving
- Cultivation of Industry Awareness and Professional Conduct

# Course 2:

## **The Sonic Canvas**

— Music Creation, Production,  
Mixing, and Mastering

MODULE

05

MUSIC  
CREATION  
AND  
SONGWRITING

April 18th - May 17th

**CLASS 1:****Introduction to Songwriting (April 18th)**Learning Outcome:

- Acquire a comprehensive understanding of fundamental song structures, encompassing verse-chorus form, AABA, and other variations.
- Identify and define the key components of a successful song, such as melody, harmony, rhythm, lyrics, and arrangement.
- Develop the capacity to critically analyse representative African and global songs, focusing on their structural frameworks, narrative techniques, and cultural context.
- Learn to recognise and appreciate distinct African song forms, such as call-and-response, repetitive choruses, and the griot narrative tradition.
- Initiate the creative process by formulating preliminary song concepts and constructing basic structural outlines.
- Understand the significance of song structure in conveying meaning and emotion within the context of African music.

**CLASS 2:****Advanced Lyric Composition with African Contextualisation. (April 19th)**Learning Outcome:

- Demonstrate proficiency in applying diverse lyric composition techniques, encompassing advanced metaphor development,

evocative narrative structures, and descriptive sensory imagery.

- Conduct critical analyses of historical and contemporary African and international song lyrics, particularly emphasising narrative techniques, thematic complexity, and cultural relevance.
- Varied African cultural themes, historical accounts, and contemporary social realities profoundly inform the author's original song lyrics.
- Formulate and deliver constructive feedback on peer lyrical compositions, cultivating a collaborative learning environment.

**CLASS 3:****Melody and Harmony. (April 25th)**Learning Outcome:

- Students can construct elementary, original melodies based on provided or self-generated lyrics. This includes comprehension of the relationship between lyrical phrasing and melodic contour.
- Students will acquire a foundational understanding of harmony, specifically within the context of typical and characteristic African chord progressions. They will learn to identify and apply these progressions in their musical compositions.
- Students will actively experiment with melodic concepts that draw inspiration from various African musical elements, including characteristic scales (such as pentatonic and heptatonic variations), rhythmic patterns, and the sonic qualities of traditional African instruments.

**CLASS 4:****Collaborative Songwriting. (April 26th)**Learning Outcome:

- Develop a Comprehensive Understanding of Collaborative Dynamics: Analyse songwriting collaborations' inherent advantages and potential challenges.
- Acquire Advanced Collaborative Methodologies: Implement sophisticated strategies for communication, ideation, conflict mediation, and shared creative ownership within songwriting partnerships.
- Refine Constructive Feedback Skills: Cultivate the capacity to deliver and receive evaluative commentary with tact and an emphasis on artistic refinement.
- Examine Varied Collaborative Frameworks: Investigate successful collaborations between African and international artists (e.g., the seminal Afrobeat collaborations of Fela Kuti & Tony Allen, the cohesive synergy of Sauti Sol & Bien-Aime, and contemporary transnational partnerships) to derive insights into their operational dynamics, creative procedures, and the role of intercultural dialogue.
- Foster Intercultural Competence and Sensitivity: Acknowledge and respect the diversity of musical influences, traditions, and cultural subtleties within collaborative songwriting ventures.
- Cultivate Professional Collaborative Competencies: Prepare participants for professional collaborative engagements in the music industry, underscoring professionalism, ethical considerations, and precise contractual agreements.

REGISTER FOR FULL PROGRAM

REGISTER FOR THIS MODULE

**CLASS 5:****The Business of Songwriting: Navigating Rights, Royalties, and Contracts in African Music Markets (April 26th)**Learning Outcome:

- To acquire a comprehensive understanding of the fundamental principles of music publishing, diverse royalty streams (mechanical, performance, synchronisation, print), and various licensing agreements, with specific emphasis on their application and nuances within African music markets.
- To develop a robust understanding of key legal considerations relevant to the African music industry, including copyright law, intellectual property rights, and the intricacies of typical music contracts encountered by songwriters and rights holders in the region.
- To gain practical, systematic skills in the processes involved in registering songs and protecting intellectual property rights within African territories.
- To analyse the evolving landscape of music consumption and distribution in Africa, including the impact of digital streaming platforms, mobile technologies, and traditional media, and how these factors influence royalty collection and rights management.
- To cultivate critical thinking skills to evaluate business opportunities and challenges songwriters face in the African music ecosystem.
- To cultivate negotiation skills relevant to the African music industry, enabling songwriters to effectively engage in contractual agreements and protect their creative and economic interests.

**CLASS 6:****Fostering a Distinctive Sonic Signature. (May 16th)**Learning Outcomes:

- Develop skills in crafting an authentic musical identity.
- Appreciate the diversity and integration of African musical styles with global music trends.
- Analyse the sonic characteristics of artists.
- Experiment with sound, blending genres, and utilising DAWs.
- Articulate musical influences and the core elements of their artistic vision through a personal sound palette.

**CLASS 7:****Advanced Vocal Training for Aspiring Singers (May 17th)**Learning Outcomes:

- Proactive Vocal Health Management: Acquisition and consistent application of proper vocal techniques and health practices to ensure optimal vocal health and prevent injury, thereby fostering vocal longevity.
- Advanced and Diversified Vocal Performance Capabilities: Significant enhancement of vocal control, range, tonal quality, and stylistic versatility, enabling confident and engaging performances across a broad spectrum of musical genres.

MODULE

06



AUDIO ENGINEERING,  
MIXING, AND MASTERING

May 23rd - June 7th

## CLASS 1:

### Introduction to Audio Engineering. (May 23rd)

#### Learning Outcome:

- Explain (verbally & in writing) core sound-wave properties and how they impact recording
- Set up a basic studio signal path, achieving appropriate gain structure without clipping.
- Identify common acoustic issues in small rooms and propose first-order treatments.
- Describe contributions of at least one influential engineer and connect those ideas to their own practice.
- Demonstrate introductory use of microphones, audio interfaces and DAW metering.

## CLASS 2:

### Recording Techniques. (May 24th)

#### Learning Outcome:

- Select appropriate microphones tailored to various instruments, genres, and desired tonal qualities.
- Implement effective mono and stereo placement strategies while successfully minimizing phase issues.
- Capture clean recordings that are gain-staged accurately, along with comprehensive documentation of the recording process.
- Critically evaluate their own recordings and identify areas for improvement.

## CLASS 3:

### Mixing Fundamentals. (May 30th)

#### Learning Outcome:

- Construct a static mix that correctly applies gain staging and panoramic balancing techniques.
- Effectively utilize EQ to rectify frequency masking issues and enhance tone without introducing artifacts.
- Implement compression strategies (both serial and parallel) to manage dynamics and add punch to the mix.
- Skillfully deploy reverb, delay, and modulation effects to achieve a sense of depth and width in audio projects.
- Accurately document and articulate mix decisions in a professional report format.

## CLASS 4:

### Advanced Mixing Techniques. (May 31st)

#### Learning Outcome:

- Select and effectively apply advanced processing chains suited for rock, hip-hop, EDM, or orchestral material.
- Manipulate stereo field and depth utilizing techniques such as mid/side processing, micro-delay, modulation, and careful balancing of reverb.
- Employ diverse techniques including multiband compression, transient shaping, saturation processes, and automation to resolve complex mixing challenges with creativity.

- Critically assess professional mixes and articulate the artistic intent behind specific technical decisions made during the mixing process.
- Deliver comprehensive mix packages that conform to professional specifications for various distribution formats.

### **CLASS 5:** **Mastering Basics. (June 6th)**

#### Learning Outcome:

- Analyze a stereo mix and identify issues requiring correction before mastering.
- Apply EQ, compression, saturation, imaging, limiting, and dithering within a cohesive mastering chain.
- Adhere to loudness and technical specifications for various distribution formats.
- Document their mastering decisions and embed the correct metadata for delivery.
- Distinguish between and articulate the sonic differences between mixing and mastering.

### **CLASS 6:** **Advanced Mastering Techniques. (June 7th)**

#### Learning Outcome:

- Implement stem mastering, dynamic spectral tools, and advanced limiting for optimized loudness and clarity.

- Utilize M/S processing and stereo integrity meters to shape audio width carefully.
- Adhere to mastering standards for streaming, CD, vinyl, and immersive formats.
- Conduct rigorous quality control and prepare professional delivery packages with accurate metadata.
- Analyze notable masters, articulating technical strategies supporting artistic intent.

### **CLASS 7:** **Working in the Studio – People, Protocol & Production Flow. (June 7th)**

#### Learning Outcome:

- Identify and describe the duties, skillsets and career pathways of key studio personnel.
- Demonstrate correct etiquette, communication and safety practices in a professional recording environment.
- Execute efficient session changeovers and headphone cue creation while maintaining documentation standards.
- Analyse successful studio sessions, articulating how teamwork and workflow choices affected artistic outcomes.
- Evaluate their own interpersonal strengths and areas for improvement within collaborative studio settings.

# Course 3:

## **Visual Storytelling & Brand Expression**

– Film and Fashion in the  
Creative Industries

MODULE

03<sub>B</sub>

# FASHION IN MUSIC

March 14th - April 12th

**CLASS 1:****Examining the Interrelationship Between Fashion and Music in Africa (March 14th)**Learning Outcome:

- Comprehend the historical influence and reciprocity between African fashion and musical evolution.
- Critically analyse fashion's function in forming African musical identities and social movements.
- Articulate the interdependence of fashion and music within African cultural contexts.
- Research African fashion trends in music and effectively communicate their insights.
- Recognise the diversity and richness of African fashion expressions in music.
- Develop a refined understanding of African cultures and their historical and social contexts through the intersection of fashion and music.

**CLASS 2:****The Role of Fashion in African Musical Artist Branding (March 15th)**Learning Outcome:

- Strategic Fashion Integration: Understand how to incorporate African textiles, styles, and symbols into an artist's branding.
- Brand Identity Development: Develop a cohesive brand authentically representing African cultural identity through

fashion.

- Market Positioning: Effectively position African artists in local and global music markets using fashion as a cultural differentiator.
- Trend Analysis and Adaptation: Analyse evolving African fashion trends and adapt them to enhance artist branding.
- Collaboration and Communication: Enhance skills in collaborating with African fashion designers and communicating cultural narratives effectively.

**CLASS 3:****Fashion Design for African Musicians (March 28)**Learning Outcome:

- Analyze the significance of cultural heritage in African performance attire and apply this understanding to fashion design as an instrument for creative expression and storytelling within the music industry.
- Be able to integrate both the technical and artistic dimensions of fashion design, specifically demonstrating the ability to innovate using African textiles, motifs, and artisanal techniques to create stage-ready performance wear.
- Be able to evaluate and implement effective collaborative strategies with African artists and artisans, preparing them to successfully contribute to and elevate the professional landscape of African fashion and music on both local and international platforms.

**CLASS 4:****Fashion Trends and African Music Genres (March 29th)**Learning Outcomes:

- Understanding of the relationship between African music genres and fashion trends.
- Analysis of the cultural significance and evolution of genre-specific African styles.
- Evaluation of the role of music and fashion in cultural expression, identity, and resistance.
- Synthesis of knowledge to create original designs and cultural narratives.
- Development of critical thinking skills through analysing and discussing African fashion trends within musical contexts.

**CLASS 5:****Fashion Marketing in the African Music Industry (April 11th)**Learning Outcomes:

- Acquire an understanding of strategic approaches to marketing fashion within the African music industry.
- Develop and design effective marketing campaigns that leverage digital platforms and cultural narratives.
- Analyse the significant influence of African music and social media on contemporary fashion trends.
- Develop proficiency in branding, target audience segmentation, and campaign planning firmly rooted in African cultural contexts.

**CLASS 6:****Sustainability in Fashion and Music in Africa (April 12th)**Learning Outcomes:

- To deepen the understanding of sustainability within the African fashion and music industries, recognising the importance of cultural heritage and environmental responsibility.
- To cultivate critical thinking skills to analyse unique African challenges and opportunities for sustainable innovation.
- To enhance creativity by designing ecologically responsible fashion inspired by African music and textiles.
- To develop communication and collaboration skills through group work and presentations rooted in African contexts.
- To foster ethical and social responsibility, emphasising cultural identity preservation, artisans' empowerment, and environmental stewardship.

MODULE

03<sub>C</sub>

FILM  
FOR MUSIC

March 14th - April 12th



**CLASS 1:****Introduction to Music Video Production (March 14th)**Learning Outcome:

- Demonstrate a comprehensive understanding of the music video production process.
- Develop and apply essential skills in visual storytelling.
- Critically analyse the significance of various music videos.
- Conceptualise and develop original music video ideas.
- Effectively communicate their creative vision.
- Present and defend their creative work.

**CLASS 2:****Content Creation and Digital Marketing for Music (March 15th)**Learning Outcomes:

- Recognise the centrality of digital content in music marketing: Comprehend the fundamental significance of varied digital content formats in achieving marketing objectives within the contemporary music industry.
- Formulate effective social media and content strategies: Develop the capability to construct well-structured and strategically sound content strategies tailored to particular artists, audiences, and platforms.
- Understand how content influences audience engagement and branding: Grasp the mechanisms through which diverse content types can foster deeper audience connections, establish robust brand identities, and enhance artist visibility.

**CLASS 3:****Documentary Films and Biopics in Music: Unveiling Sonic Truths and Legends (March 28th)**Learning Outcomes:

- Differentiate between various forms of music-related cinematic narrative, including diverse styles of documentaries (e.g., direct cinema, talking heads, historical retrospectives) and biographical films (biopics), understanding their unique characteristics and conventions.
- Recognise and articulate the precise narrative techniques employed in musical documentaries and biopics, such as narrative structure, character development, tempo, utilisation of visuals and sound, and the integration of music.
- Examine how musical documentaries construct their narratives through the strategic use of archival footage, interviews, contextual information, and expert opinions, comprehending the impact of these elements on the overall narrative.
- Identify and evaluate the ethical considerations filmmakers face when documenting the lives and careers of musicians, ensuring responsible and respectful representation.
- Conceptualise and develop your own creative and feasible ideas for a music documentary project, demonstrating an understanding of the key stages of pre-production.
- Communicate their creative and analytical thoughts clearly and concisely, both verbally during presentations and discussions and in their written work.
- Critically evaluate music documentaries' cultural impact and influence on our understanding of music history, individual artists, and broader social and artistic movements.

**CLASS 4:****Fundamentals of Video Production - A Comprehensive Overview (March 29th)**Learning Outcomes:

- Establishing Fundamental Skills in Video Shooting and Editing
- Understanding the Technical Workflow of Music Video Production
- Developing Teamwork and Project Management Proficiency in Media Production
- Employing Creative Problem Resolution in Video Production
- Analysing Music Videos Critically from Technical and Artistic Perspectives
- Producing Short Music Videos Illustrating Technical Proficiency and Creative Vision

**CLASS 5:****The Role of Music in Film (April 11th)**Learning Outcomes:

- Comprehend the Significance of Music in Cinematic Narration
- Analyse the Contributions of Film Scores to Emotional and Narrative Depth
- Recognise Prominent Composers and Techniques in Film Music

**CLASS 6:****Distribution and Film Festivals (April 12th)**Learning Outcomes:

- Comprehend the diverse processes and channels involved in film distribution, both conventional and digital.
- Developing strategic and well-informed approaches to maximize a film's exposure and reach through various distribution methods.
- Recognizing the multifaceted importance of film festivals in launching and promoting films.
- Formulating effective strategies for utilizing film festivals for exposure, professional networking, and awards recognition.
- Understanding the imperative of targeted marketing and professional networking within the film industry to achieve distribution and festival success.

# Course 4a:

## **Building Sustainable Ventures**

— Entrepreneurship and Strategic  
Management  
(In collaboration with CIIFA)

MODULE

09<sub>A</sub>

# BUSINESS MANAGEMENT FUNDAMENTALS

July 11th

**CLASS 1:****Business Management Fundamentals. (July 11th)**Learning Outcomes:

- Develop a comprehensive and nuanced understanding of the fundamental principles of effective business management, encompassing planning, organising, leading, and controlling, and their specific application within the creative and music industries.
- Develop practical skills in formulating well-structured and strategically sound business plans tailored to the unique characteristics and challenges of the music industry, including the capacity to define explicit objectives, develop effective strategies, design appropriate organisational structures, and implement robust control mechanisms.

**CLASS 2:****Fundamental Financial Management for Music Entrepreneurs. (July 12th)**Learning Outcomes:

- Develop Foundational Fiscal Competencies: Acquire operational proficiencies in fiscal planning, budgeting, and the evaluation of financial statements germane to the music industry.
- Recognise the Significance of Prudent Fiscal Stewardship: Comprehend and articulate the pivotal role of effective fiscal management in ensuring the protracted viability and triumph of music-related ventures and projects.

- Apply Budgetary Doctrines: Develop and interpret budgets for diverse musical undertakings, facilitating astute financial decision-making.
- Scrutinise Financial Statements: Comprehend the salient components of income statements, balance sheets, and cash flow statements and employ them to evaluate fiscal soundness and performance.
- Render Judicious Fiscal Determinations: Leverage fiscal acumen to make strategic choices concerning resource deployment, investment, and progression within the music industry.
- Convey Fiscal Notions: Articulately communicate fiscal information and insights to multiple stakeholders in the music industry.

**CLASS 3:****Organisational Clarity: A Comprehensive Analysis of Purpose Values, and Strategy. (July 18th)**Learning Outcomes:

- Differentiate Core Elements of Organisational Clarity: Students will be able to differentiate between an organisation's core purpose, values, business definition, and strategy, and analyze how the alignment of these elements ensures enterprise cohesion and success.
- Evaluate and Define Organisational Values: Students will be able to evaluate an organisation's current culture to define an authentic and concise set of core values, while also distinguishing between Permission-to-Play, Aspirational, and Adventitious values.

- Formulate a Unified Strategic Framework: Students will be able to formulate a cohesive strategic framework by articulating a precise, single-sentence business definition and linking it to an overarching strategy that defines the path to purpose fulfilment and market success.
- Develop an Action-Oriented Implementation Plan: Students will be able to develop an action-oriented implementation plan by creating a unified "rallying cry" and setting clear, measurable (SMART) objectives that translate strategy into concrete, actionable steps.
- Establish Clarity in Roles and Responsibilities for Execution: Students will be able to establish clarity in organisational structure by effectively defining roles and responsibilities for each objective, ensuring accountability, minimizing duplication, and promoting efficient execution of the strategic plan.

#### **CLASS 4:** **Business Setup and Legal Considerations. (July 19th)**

##### Learning Outcomes:

- Understand key steps involved in setting up a music business, including registration, and foundational setup procedures.
- Understand the legal and regulatory frameworks relevant to music businesses, including intellectual property rights, contracts, and compliance obligations.
- Analyse case studies of successful music businesses to evaluate practical approaches to overcoming legal and regulatory challenges.

- Develop a structured business setup plan that incorporates essential legal considerations for launching a music enterprise.

#### **CLASS 5:** **HR Management in the Music Industry. (July 25th)**

##### Learning Outcomes:

- Develop Strategic Talent Acquisition Strategies
- Establish Performance Metrics and Management Systems
- Formulate Essential Organisational Documents
- Analyze and Mitigate Legal Employment Risks
- Evaluate Organisational Capacity for Growth

# Course 4b:

## **Mental Health & Wellbeing in the Music Industry**

— A Stakeholder's Guide

MODULE

**09**<sub>B</sub>

# MENTAL HEALTH & WELLBEING IN THE MUSIC INDUSTRY: A STAKEHOLDER'S GUIDE

August 1st - August 15th

**CLASS 1:****Understanding the Landscape of Mental Health in the African Music Industry (August 1st)**Learning Outcomes:

- Analyze Unique Music Industry Stressors
- Differentiate Between Image and Reality of Success
- Evaluate the Impact of Digital Scrutiny
- Recognize Cultural Barriers to Seeking Help
- Initiate Safe, De-Stigmatized Conversations

**CLASS 2:****Recognising Distress & Foundations of Support. (August 2th)**Learning Outcomes:

- Analyze Stress and Capacity Using a Model
- Recognize Observable Signs of Distress
- Apply the Principles of Active Listening (ALOE)
- Formulate Validating and Open-Ended Questions
- Demonstrate Foundational Interpersonal Support Skills

**CLASS 3:****Preventative Strategies & Cultivating Personal Resilience. (August 8th)**Learning Outcomes:

- Differentiate and Implement Personal Resilience Pillars
- Establish and Communicate Professional Boundaries
- Develop a Curated Support Network

- Propose Systemic Changes for a Healthier Industry
- Create a Personalized Resilience Action Plan

**CLASS 4:****Fostering Supportive Environments & Ethical Practices. (August 9th)**Learning Outcomes:

- Analyze and Cultivate the Concept of Psychological Safety
- Evaluate and Model Ethical Leadership Behaviors
- Apply Ethical Practices for Contractual Fairness
- Manage Power Dynamics and Professional Boundaries
- Develop a Practical Wellbeing and Ethical Tool

**CLASS 5:****Accessing Resources & Championing Wellbeing in the African Context. (August 15th)**Learning Outcomes:

- Analyze and Strategize to Overcome Primary Barriers
- Identify and Distinguish between Available Support Resources
- Implement Personal and Team-Level Advocacy
- Develop an Industry-Level Action Plans
- Commit to a Personalized Wellbeing Pledge

# Course 5:

## **The Professional Artist & Creative Entrepreneur**

— Career Synthesis, Industry Practice,  
and Lifecycle Management.

MODULE

10

# THE EVOLVING ARTIST CAREER

August 22nd - 23rd

REGISTER FOR FULL PROGRAM

REGISTER FOR THIS MODULE

## **CLASS 1:**

### **The Artist Journey - Navigating the Landscape of African Music. (August 22nd)**

#### Learning Outcomes:

- Comprehend the sequential stages of artist development within the African music industry.
- Analyse the cultural, economic, and industry-specific factors influencing African artists' careers.

## **CLASS 2:**

### **Advanced Artist Strategic Planning & Lifecycle Management. (August 23rd)**

MODULE

11



PROFESSIONAL PERFORMANCE  
AND STUDIO PRACTICE

August 29th - 30th

REGISTER FOR FULL PROGRAM

## **CLASS 1:**

### **Performance Artistry. (August 29th)**

#### Learning Outcomes:

- Attain confidence and competence in live performance contexts: Students shall learn the practical proficiencies and self-assurance necessary to perform effectively and confidently before an audience.
- Comprehend the cultural nuances and components that elevate stage presence: Students shall gain an appreciation for the role of artistic expression in live performance and learn to integrate culturally relevant elements to enhance their stage presence and connect with diverse audiences.

## **CLASS 2:**

### **Mastering Studio Professionalism and Industry Protocol. (August 30th)**

REGISTER FOR THIS MODULE



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