MBA FOR AFRICA 2023 *Brochure*

MUSIC BUSINESS ACADEMY AFRICA

A MESSAGE FROM
THE FOUNDER

I am proud to introduce you to the Music Business Academy for Africa.

This programme was created to cater to the growing need for informed, empowered and employable hands in the music industry. As Africa continues to grow its population and establish itself as the creative center of the world, we must prepare the right hands to ensure Africa benefits from what she creates.
For every talent, be it a composer or performer, that experiences any level of success, at least 3 jobs are created. The emergence of the internet and digital platforms such as Apple Music, Spotify, Boomplay, Audiomack, Instagram, Twitter and more, has made it even easier for talents to create content and distribute without even leaving their homes. This has exponentially increased the chances of success for many.

Education, no matter how vocational, is required and as African music continues to catch the attention of the global markets, we must train Africa to build and sustain success and ultimately, wealth!

MBA for Africa has been set up to do this.
There is a saying that *"those who can, do;" and "those who can't, teach"*.

We strongly believe that ***"those who can, should teach what they do!"*** This is why we have gathered some of the best in the business across the continent and the globe to share their wealth of knowledge using practical examples from their work and experiences.

Our approach is guided by values and concepts that we believe are important for the people who will take the African music industry to where it needs to be. These include Leadership, Competence, Community, Compassion, Foresight, Clarity and Impact.

Join us, as we take on the challenge to connect People to Information that will create Opportunities!

Welcome to the Music Business Academy for Africa 2023!

Godwin Tom
Founder,
MBA For Africa

ABOUT MBA FOR AFRICA

The Music Business Academy for Africa is a platform dedicated to developing a more informed and empowered workforce for the African Music and Entertainment industry.

MBA for Africa started as an Internship Programme in 2017 and then became a Talent Management Training Programme. As music from the African continent continued to penetrate global markets, we saw an increase in interest for music business education and the Music Business Academy for Africa was born in 2020. In 2021, we had over 190 students from 30 cities across Africa, Europe, and North America.

Our mission is to develop a fool proof vocational programme that is adapted to the African market but with a clear understanding of global best practices. This is why we brought in some of the best brains in the business as faculty.

ABOUT THE 2023 EDITION

The 2023 Edition of the MBA For Africa program is an initiative of the Creative Industries Initiative For Africa (CIIFA), a company focused on connecting people to information and opportunities in Africa or globally in partnership with Music Ally, a global music business knowledge and skills company.

Our curriculum is developed in collaboration with Carlos Chirinos Ph.D of the New York University's Music Business Program.
We are developing a global program and curriculum with an African focus.

BRIDGING the GAP

MUSIC BUSINESS ACADEMY AFRICA

CIIFA CREATIVE INDUSTRIES INITIATIVE FOR AFRICA

music:)ally A knowledge and skills company

DR. CARLOS CHIRINOS

THE MBA FOR AFRICA PROGRAMME

NUMBER OF MODULES

7 MODULES

NUMBER OF CLASSES

30 CLASSES

TOTAL CONTACT HOURS

90 HOURS

MUSIC BUSINESS ACADEMY AFRICA

THE MBA FOR AFRICA PROGRAMME

CLASS EXERCISES – Participation per Module

4 CLASS EXERCISES

MODULE TEST (to assess the understanding of the concepts and topics taught)

1 TEST PER MODULE

MODULE PROJECT (to highlight the overall learning objectives of the module)

1 PROJECT PER MODULE

MUSIC BUSINESS ACADEMY AFRICA

A PRACTICAL PROGRAM

"This year we will be reintroducing a more advanced and exciting "Talent Project". This time we are looking for 10 artists from across the African continent. This means this year, the students will be broken into 10 groups and each group will represent and develop one of the 10 talents.

The objective of this project is to ensure that the students can apply the knowledge they are gaining as the program progresses. It is a hands on approach and the plan is to see actual results in artist's development, music sales, social media growth amongst other things that will be used as the benchmark for growth"

PROGRAMME GRADING STRUCTURE

60%

Module Tests

At the end of each module there will be a test of 10 to 15 questions tops (multiple choice questions) to score the students as part of their assessments and grading.

20%

Participation in Class Exercises

20%

Leadership

(Collaboration, Networking, Taking Charge, Project/Task Execution & Ethics)

MUSIC BUSINESS ACADEMY AFRICA

THE MBA FOR AFRICA '23

WOMEN FUND

MUSIC BUSINESS ACADEMY AFRICA

THE MBA FOR AFRICA '23
WOMEN FUND

"Support our cause to introduce more women to the music and entertainment business. We are hoping to increase female participation in the program to 50% this year from 37% last year.

MBA For Africa has been described by many as a turning point that brings hope for Africa's booming creative ecosystem.

With over 300 individuals registering from different strata and cities across the continent and parts of the world, the 2021 programme also witnessed a 10% increase in participation by women in 2020. A growth from 8% from previous programmes to 18% in 2020.

Inspired by this, we set up a fund to increase female participation by up to 40% in 2021, 2022 and this year, we believe we can reach a 50% target.

MUSIC BUSINESS ACADEMY AFRICA

To sponsor or support this fund, please email
Info@ciif.africa

Certificate of **Participation**

Every student will receive a certificate of participation for completing the program.

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 program. Alternatively, they can return for the 2024 edition of the programme.

The certificates will be given by Creative Industries Initiative For Africa (CIIFA) x Music Ally for successful completion of the 2023 Edition of the Music Business Academy For Africa from July 2023 to March 2024.

The presentation of certificates will be done on Graduation day.

MUSIC BUSINESS ACADEMY AFRICA

A 3-Month
Incubator Programme

The top 30 students in Africa from the MBA For Africa 2023 programme will be selected for a 3-month incubator programme to be facilitated by the Creative Industries Initiative For Africa (CIIFA).:

- 3-Month Mentorship with Local and Global executives
- 7-Day bootcamp in a city to be decided by the end of the programme
- Promoted as the top performing students from the 2023 MBA for Africa programme.

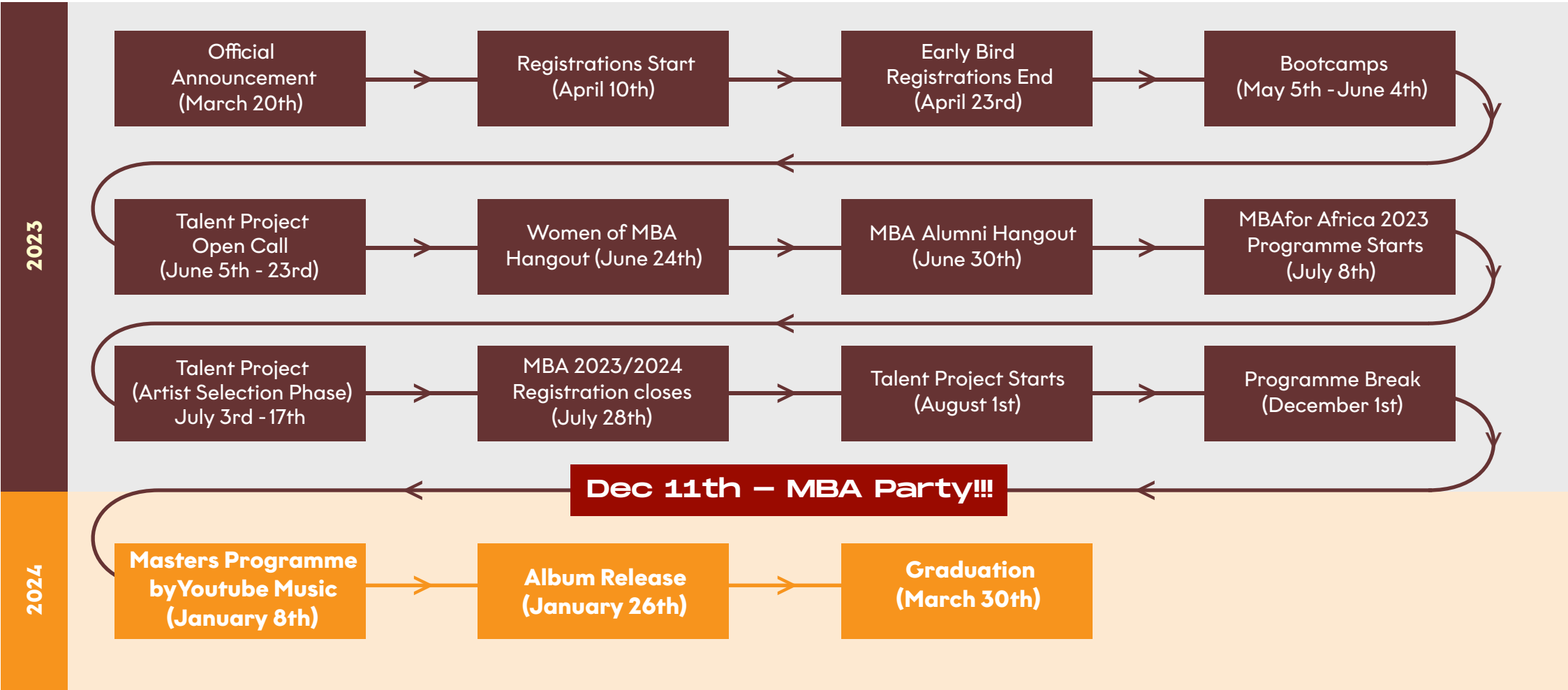
The 2023/2024 Masters Programme is sponsored by YouTube Music

REGISTRATION **PROCESS**

- Register for a Module or the Full Programme- HERE
- Early Bird Registrations start on the 10th of April, 2023 and ends on th 23rd of April, 2023
- Standard registrations commences immediately after early bird ends and ends on the 28th of July, 2023.
- Program Starts on the 8th of July 2023.

MUSIC BUSINESS ACADEMY AFRICA

MBA 2023/2024 CALENDAR



MBA 2023/2024 ACTIVITY

March 20th - Announcement (official flyer and calendar)
April 10th - Registrations Start
April 23rd - Early Bird Slots end MBA For Africa Bootcamps
May 5th - 7th - Publishing Industry Bootcamp
May 12th - 14th - Recording Industry Bootcamp
May 19th - 21st - Live Music Industry Bootcamp
May 26th - 28th - Interactive Industry Bootcamp
June 2nd - 4th - Support Services Bootcamp
June 5th - Talent Project Open Call
June 23rd - Talent Project Open Call closes
June 24th - Women of MBA Hangout
June 30th - MBA Alumni Hangout
July 8th - MBA for Africa 2023 Programme Starts
July 3rd - 9th - Artist Announcement and public voting for top 40 Artists
July 10th - 14th - Announcement of top 15 and voting by students
July 17th - Announcement of finalists for the Talent Project
July 28th - MBA 2023/2024 Registration closes
August 1st - Talent Project Starts
December 1st - Programme Break
December 11th - MBA Party
January 8th - Programme Resumption/YouTube Masters Sessions Start
January 26th - MBA for Africa '23/'24 Album Release
March 30th - MBA for Africa Graduation

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 thier experiences

Stay connected on events, news and updates with Alumni of the Music Business Academy For Africa on Instagram and Twitter.

MUSIC BUSINESS ACADEMY AFRICA

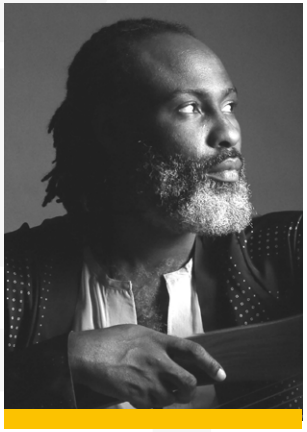
Leadership

Godwin Tom
Founder, MBA for Africa

Elizabeth Sobowale
Program Director
MBA for Africa

MUSIC BUSINESS ACADEMY
AFRICA

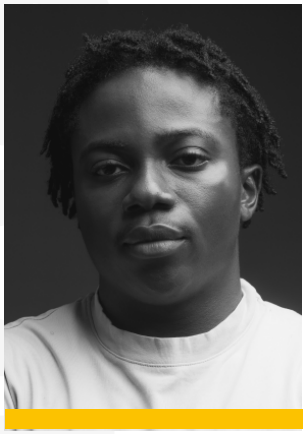
The Team



Walter Spearheart
Programme Manager/ Supervisor

Olufemi Taylor
General Manager

Pokyes Jan
Head of Admin



Kini-Abasi Edet
Head of Operations

Chioma Okoro
Head of A&R

Zainab Olawoyin
Chief of Staff

MUSIC BUSINESS ACADEMY AFRICA

The Team

Uyime Tom
Operations Assistant

Jonathan Grand
Graphics Lead

Itoro Nehemiah
IT & Software Consultant

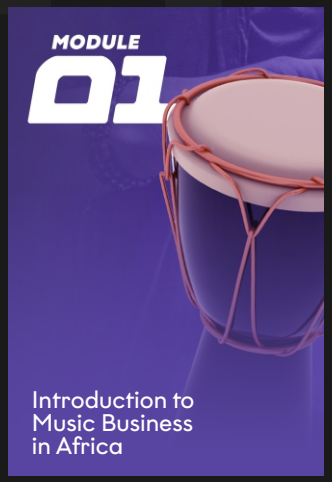
Annika Craine
Partnerships Lead

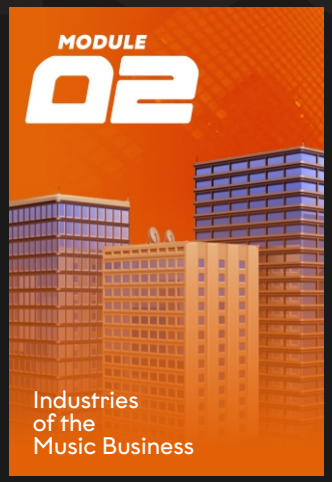
Gift-Clef Edah
Production Consultant

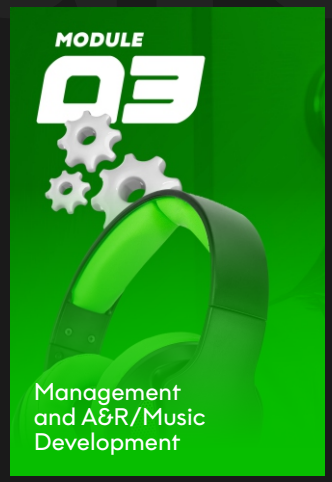
MUSIC BUSINESS ACADEMY
AFRICA

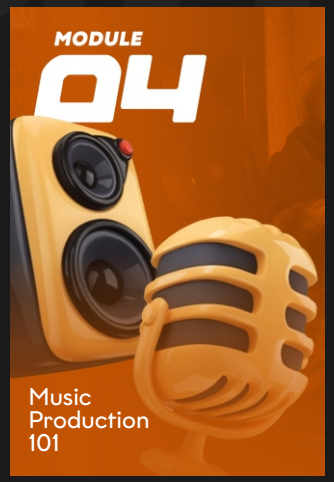
MBA FOR AFRICA 2023 *Curricilum*

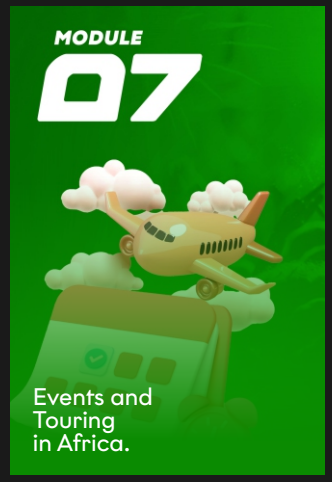
2023 CURRICULUM OVERVIEW









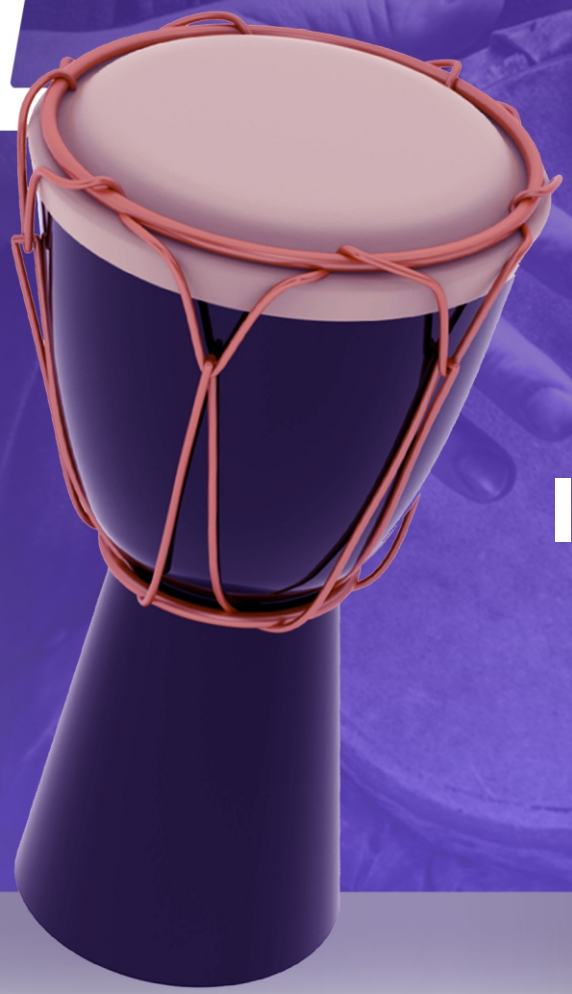


MUSIC BUSINESS ACADEMY AFRICA

MODULE

01

MUSIC BUSINESS ACADEMY FOR AFRICA



INTRODUCTION TO MUSIC BUSINESS IN AFRICA

8th July - 16th July.

MUSIC BUSINESS ACADEMY AFRICA

CLASS ONE

AFRICAN MUSIC INDUSTRY HISTORY

1. Learn about opportunities that attracted majors to Africa in the 70s and 80s.
2. Understand elements that led to the growth of the music industry in the 90s and 2000s
3. Understand the roles of current stakeholders in the future of the African Music industry

CLASS TWO

MUSIC AND THE AFRICAN ECONOMY

1. Understanding how other sectors of the economy interact with the music and creative industries
2. Gain knowledge of challenges hindering the growth of the music industry in Africa
3. Identifying opportunities for growth and development in Africa's music industry

CLASS THREE

ENTREPRENEURSHIP IN THE MUSIC INDUSTRY

1. Understanding of company structure and starting a company.
2. Identifying core roles needed in a company in the short and long term.

CLASS FOUR

FINANCE BASICS FOR MUSIC BUSINESS

1. Understanding basic bookkeeping.
2. Basic understanding of resource management (financial, human).
3. Knowledge of tax management basics for Africa.

REGISTER FOR THIS MODULE

REGISTER FOR FULL PROGRAM

MODULE

02

MUSIC BUSINESS ACADEMY FOR AFRICA

INDUSTRIES OF THE MUSIC BUSINESS

22nd July - 30th July

MUSIC BUSINESS ACADEMY AFRICA

CLASS ONE

THE PUBLISHING INDUSTRY (ROYALTY COLLECTION AND DISTRIBUTION)

1. Knowledge of the difference between Composition and Sound recording.
2. Role of publishers, PRO's and composers.
3. Royalty collection for Performance rights: TV, Radio, Online.

CLASS TWO

THE RECORDING INDUSTRY

1. Master Recordings
2. Labels promotional strategies: singles, albums, collaborations.
3. Digital distribution of sound recordings.

CLASS THREE

THE LIVE MUSIC INDUSTRY

1. Learn about concert promoters, agents and venues
2. Understand concert production essentials (live music contracts)
3. Learn about Logistics, ticket selling revenue, securing an international agent, starting a booking agency.

CLASS FOUR

THE INTERACTIVE INDUSTRY (SYNCS, PLACEMENTS AND OPPORTUNITIES IN THE DIGITAL INDUSTRY)

1. The basics of synchronization to film and TV, commercials etc.
2. Digital interactive: video games, VR, AR

REGISTER FOR THIS MODULE

REGISTER FOR FULL PROGRAM

MODULE 03

MUSIC BUSINESS ACADEMY FOR AFRICA

MANAGEMENT AND A&R/ MUSIC DEVELOPMENT

5th August - 20th August

MUSIC BUSINESS ACADEMY AFRICA

CLASS ONE

ARTIST MANAGEMENT

1. Understanding of the roles of managers and management.
2. Understanding of the skills and traits required for talent management.
3. Learn about conflict of interests and how they can adversely affect the artist-manager relationship.
4. Introduction to contracts for managers.

CLASS TWO

TOOLS AND PLATFORMS FOR RECORDING ARTISTS

1. Understanding revenue generating processes and mechanics on music platforms based on regions and other factors

CLASS THREE

MANAGERS AND A&Rs AS STAKEHOLDERS IN TALENT DEVELOPMENT.

1. Understanding the role of an A&R.
2. Ability to highlight revenue opportunities for A&R practitioners in the industry.
3. Knowledge of the A&R process and players involved.

CLASS FOUR

TALENT DISCOVERY, ASSESSMENT AND DEVELOPMENT

1. Understanding of the artist development process.
2. Learning how to assess discovered talent.
3. The Artist's Life Cycle.

CLASS FIVE

ARTIST PLANNING

1. Knowledge of elements in an artist's plan and business plan.
2. Marketing activities for each stage of the artist's growth using the Artist life cycle

CLASS SIX

ARTISTIC IDENTITY AND ESTABLISHING A CORE AUDIENCE

1. Identify important elements of audience and fan engagement for conversions.
2. Knowledge about how to create an identity for the talent.
3. How to use social media and existing digital platforms to establish core audience

REGISTER FOR THIS MODULE

REGISTER FOR FULL PROGRAM

MODULE

04

MUSIC BUSINESS ACADEMY FOR AFRICA

Music Production 101

26th August - 2nd September

MUSIC BUSINESS ACADEMY AFRICA

CLASS ONE

MUSIC CREATION (WRITING AND PRODUCTION)

1. Learn about useful tools for writing and producing music.
2. Learn about the processes involved in songwriting & structuring a song.
3. Learn the importance of split sheets for composers.
4. Revenue streams for composers.

CLASS TWO

MUSIC RECORDING 101

1. Learn about recording basics and practices for recording artists.
2. Recording Etiquettes.

CLASS THREE

MIXING AND MASTERING IN MUSIC 101

1. Learn how to record and send music for mixing and mastering.
2. The difference between Mixing and Mastering and the importance of each of them.
3. How to find and work with the right mixing and mastering engineer for you.
4. Mixing and Mastering for streaming and for performances

REGISTER FOR THIS MODULE

REGISTER FOR FULL PROGRAM

MODULE

05

MUSIC BUSINESS ACADEMY FOR AFRICA

INTELLECTUAL PROPERTY AND CONTRACTS

9th September - 23rd September

MUSIC BUSINESS ACADEMY AFRICA

CLASS ONE

TOOLS FOR COMPOSERS

1. Learn about useful tools for writing and producing music
2. Learn about platforms used for revenue collection for composers
3. Learn about how to work with publishers and PROs/CMOs

CLASS TWO

COPYRIGHTS

1. Learn how to protect copyright in Africa.
2. Understanding the role of rights owners in the governance of CMOs and PROs.
3. Knowledge of revenue streams in sound recording and composition.

CLASS THREE

MUSIC INDUSTRY CONTRACTS I (MANAGEMENT AND LABEL CONTRACTS)

1. Understanding the role of Management and Managers.
2. Learning to propose managerial advice for artists.
3. Defining and differentiating the roles of managers and labels using contracts

CLASS FOUR

MUSIC INDUSTRY CONTRACTS II (ENDORSEMENTS, PERFORMANCES, SPONSORSHIPS)

1. Understanding contract terms and clauses, their meanings and consequences.
2. Learning contract drafting and negotiation.

CLASS FIVE

IP VALUATION (TRADEMARKS, PATENTS, MONETISING IP)

1. Understanding of how the industry protects and monetises IP.
2. Knowledge of considerations that shape IP laws.

REGISTER FOR THIS MODULE

REGISTER FOR FULL PROGRAM

MODULE

06

MUSIC BUSINESS ACADEMY FOR AFRICA

BRANDING & MARKETING IN THE MUSIC BUSINESS

30th September - 14th October.

MUSIC BUSINESS ACADEMY AFRICA

CLASS ONE

MUSIC DISTRIBUTION

1. Learn about local and international platforms
2. Music planning and Music submission for artists
3. The importance and functions of Music Aggregators and DIY platforms.

CLASS TWO

MUSIC AND BRAND MARKETING

1. Building an artist brand.
2. Learn about Public relations and its importance
3. Understanding the basics of music marketing and relevant marketing concepts.
4. Understanding the role of decision making in music marketing.

CLASS THREE

MUSIC MARKETING STRATEGY

1. Learn how to develop marketing objectives for artist's music and brand
2. Learn how to evaluate marketing projects in line with strategic or business plan.

CLASS FOUR

SOCIAL MEDIA AND DIGITAL MARKETING IN MUSIC BUSINESS (Music Ally Class)

1. Understanding how to use social media as a marketing tool.
2. Data Collection through social media.
3. The importance and practical use of Digital Marketing (Social Media Ads, Email Marketing, Newsletters) in Music and Brand Marketing.

REGISTER FOR THIS MODULE

REGISTER FOR FULL PROGRAM

MODULE

07

MUSIC BUSINESS ACADEMY FOR AFRICA

EVENTS AND TOURING IN AFRICA

21st October - 29th October

MUSIC BUSINESS ACADEMY AFRICA

CLASS ONE

EVENT PLANNING AND MANAGEMENT.

1. Demonstrate ability to design and plan events.
2. Define factors contributing to a successful show.
3. Identify and avoid factors that contribute to unsuccessful events.

CLASS TWO

LIVE EVENTS PRACTICE

1. Understanding of Management events (Operations, Bookings, Promotions Agency
2. Produce a real life event.
3. Learning how to budget for and pitch events.

CLASS THREE

TOURING IN AFRICA

1. Identify challenge and opportunities concerning touring in Africa
2. Understand of Investment opportunities concerning touring in Africa
3. Identifying investment challenges and solutions.

CLASS FOUR

REVENUE STREAMS IN TOURING

1. Understanding of merchandising and cross-marketing using event
2. Fan clubs and fun engagement through Live events.

REGISTER FOR THIS MODULE

REGISTER FOR FULL PROGRAM

MUSIC
BUSINESS
ACADEMY
AFRICA