



MBA FOR AFRICA 2024

Brochure

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 centre 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 2024!



Godwin Tom

ABOUT **MBA** FOR AFRICA

The Music Business Academy for Africa (MBA for Africa), established in 2020, 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 Industries Initiative for Africa (C.I.I.F.A.), the academy offers a comprehensive vocational program that educates professionals about the music industry's business aspects. 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 1,000 graduates from various African countries and around the globe from the programme's initial edition in 2020, the Music Business for Africa Programme has continued to leave its mark on the music industry.

ABOUT THE 2024 EDITION

The 2024 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.



**DR. CARLOS
CHIRINOS**

MBA 2024: An Industry Ecosystem

This year, our theme is “A Music Industry Ecosystem” and we will explore a simulated version of the music industry with students able to select roles from five arms of the music industry [Live, Legal and Publishing, Interactive, Recording, and Support Services] and receive mentorship from professionals within our affiliate companies in an incubator-esque structure which will encourage the development of viable companies in the music industry.

Our approach and format will be hinged on three points;



Learning:

- Our curriculum, consisting of 8 modules, will be provided 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 languages.
- 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 concluded KPI deliverables from the aforementioned on-the-job training such as;

- Students Yearbook/Magazine
- EP Projects
- Podcast Series
- Concerts and Graduation

THE MBA FOR AFRICA PROGRAMME

NUMBER OF MODULES

8 MODULES

NUMBER OF CLASSES

33 CLASSES

TOTAL CONTACT HOURS

90 HOURS

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

Talent Development Programme

The Talent Development Programme, formerly known as the MBA Talent Project, happens after the completion of the Training Programme and involves the careful selection of talented artists from across Africa. 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

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)

MBA for Africa BENEFICIARIES FUND

Set up to aid people from low-income and disadvantaged communities in Africa. Donors and Sponsors of this fund pool together funds for young individuals across Africa who want to pursue a career in the Entertainment Industry. Donors and Sponsors of this fund support the dreams of young individuals across Africa who want to pursue a career in the Entertainment Industry.

The Beneficiary Fund also shelters a WOMEN'S FUND which caters to increasing female participation and inclusion in the African Music and Entertainment Industry.



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 2025 edition of the programme.

The certificates will be given by Creative Industries Initiative For Africa (CIIFA) x Music Ally for successful completion of the 2024 Edition of the Music Business Academy For Africa from September 2024 to May 2025.

The presentation of certificates will be done on Graduation day.





THE MUSIC BUSINESS ACADEMY FOR AFRICA

MASTERS

PROGRAMME

AN EXCLUSIVE MENTORSHIP
& COACHING PROGRAM.



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 Calendar

**MAY 2ND to
JULY 31ST**

Beneficiary Fund Announcement

**MAY 4TH to
JUNE 2ND**

CIIFA & MBA For Africa Bootcamps

**JUNE 3RD to
JUNE 15TH**

CIIFA & MBA For Africa Bootcamps.
(Scholarships Beneficiaries Selection Phase)

**AUGUST 1ST to
SEPTEMBER 30TH**

MBA For Africa 2024/2025 Open Registration
Scholarship Beneficiaries Announcements

SEPTEMBER 7TH

**MBA For Africa 2024/2025
Training Programme Starts**

**SEPTEMBER 20TH
to OCTOBER 4TH**

Talent Development Programme Open Call.

**OCTOBER 6TH to
OCTOBER 13TH**

**Talent Development Programme
(Selection Phase)**

OCTOBER 28TH

**Talent Development Programme
(Final Top 5 Announcement)**

**NOVEMBER 18TH to
NOVEMBER 23RD**

Songwriting & Production Camp.

**NOV. 25TH to
DEC. 15TH, 2024**

Artist Development Camp

**DEC. 16TH, 2024 to
JAN. 18TH, 2025**

MBA for Africa Break Period

FEB. 9TH, 2025

End of MBA for Africa Classes

**MARCH 31ST to
APRIL 4TH, 2025**

Release dates for Project

**JUNE 4TH to
JUNE 7TH, 2025**

Conference / Graduation / Concert

REGISTRATION **PROCESS**

- Register for a Module or the Full Programme- [HERE](#)
- Registration starts on the 1st of August, 2024
- Program Starts on the 7th of September 2024.

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](#).

Leadership



Godwin Tom
Founder, MBA for
Africa



Elizabeth Sobowale
Program Director
MBA for Africa

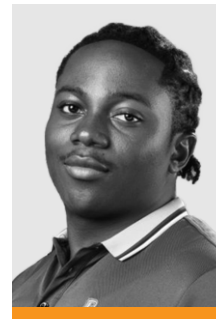
The Team



Olufemi Taylor
General Manager



Pokyes Jan
Assistant Programme Director



Kini-Abasi Edet
Head of Operations



Annika Craine
Partnerships Lead



Gift Edah
Production Consultant



Sandra Ivienagbor
Chief of Staff/
Executive Assistant to the Founder



Chioma Okoro
Head of A&R



Abigail Ogunmiloro
Administrative Manager



The Team



Uyime Tom
Operations Assistant



Nissi Utho
Project Manager



Williams Ayorinde
Project Manager



Emerald Ogochukwu
Assistant Project Manager



Ugochi Silas
Community Manager



Itoro Nehemiah
IT & Software Consultant



Jonathan Grand
Graphics Lead

MBA FOR AFRICA

2024

Curriculum

2024 CURRICULUM OVERVIEW



01

MODULE ONE
Introduction to Music Business in Africa

🕒 12 HOURS 📖 4 CLASSES

Music Business Academy For Africa
www.mbaforafrica.com

CIIF

02

MODULE TWO
Industries Of The Music Business

🕒 12 HOURS 📖 4 CLASSES

Music Business Academy For Africa
www.mbaforafrica.com

CIIF

03

MODULE THREE
Management And A&R / Music Development

🕒 18 HOURS 📖 6 CLASSES

Music Business Academy For Africa
www.mbaforafrica.com

CIIF

04

MODULE FOUR
Intellectual Property and Contracts

🕒 15 HOURS 📖 5 CLASSES

Music Business Academy For Africa
www.mbaforafrica.com

CIIF

05

MODULE FIVE
Music Production 101

🕒 9 HOURS 📖 3 CLASSES

Music Business Academy For Africa
www.mbaforafrica.com

CIIF

06

MODULE SIX
Branding & Marketing in the Music Business

🕒 12 HOURS 📖 4 CLASSES

Music Business Academy For Africa
www.mbaforafrica.com

CIIF

07

MODULE SEVEN
Events and Touring in Africa.

🕒 12 HOURS 📖 4 CLASSES

Music Business Academy For Africa
www.mbaforafrica.com

CIIF

08

MODULE EIGHT
Project Management in the Creative Industry.

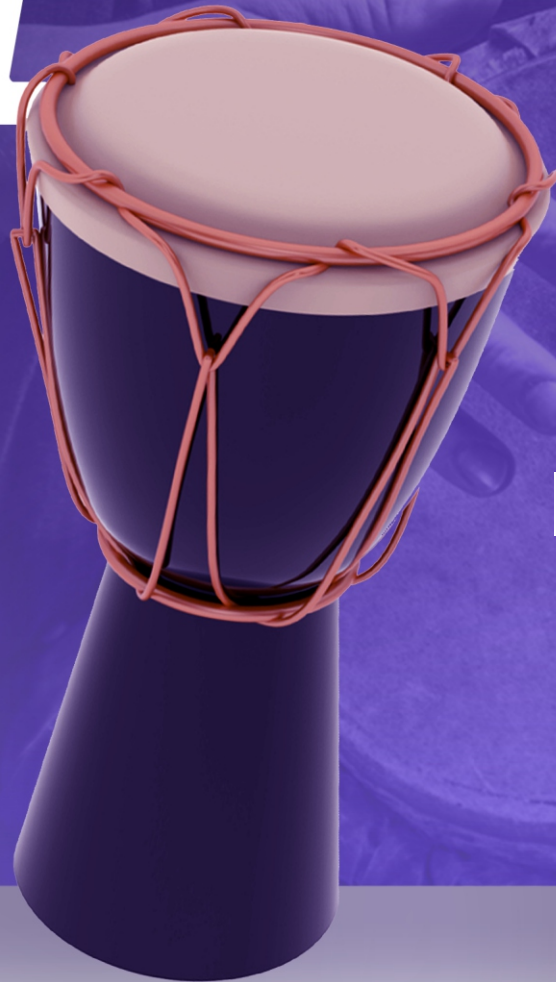
🕒 12 HOURS 📖 4 CLASSES

Music Business Academy For Africa
www.mbaforafrica.com

CIIF

MODULE
01

MUSIC BUSINESS ACADEMY FOR AFRICA



INTRODUCTION TO MUSIC BUSINESS IN AFRICA

9th Sept - 15th Sept



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
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
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
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**

21st Sept - 29th Sept

**CLASS
ONE****THE PUBLISHING INDUSTRY
(ROYALTY COLLECTION AND DISTRIBUTION)**

1. Compositions (not recordings of)
2. Role of publishers, PRO's and composers.
3. Royalty collection for Performance rights:
TV, Radio, Online.

**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
TWO****THE RECORDING
INDUSTRY**

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

**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 Oct - 20th Oct



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
THREE****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
TWO****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****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



**INTELLECTUAL
PROPERTY AND
CONTRACTS**

26th Oct - 9th Nov



**MUSIC
BUSINESS
ACADEMY**
AFRICA

**CLASS
ONE****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 II
(ENDORSEMENTS, PERFORMANCES,
SPONSORSHIPS)**

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

**CLASS
TWO****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****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

05

MUSIC BUSINESS ACADEMY FOR AFRICA



Music Production 101

16th Nov - 23rd Nov



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
THREE****MIXING AND MASTERING IN MUSIC**

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

**CLASS
TWO****MUSIC REDORDING**

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

**CLASS
FOUR****PREPARING MUSIC FOR RELEASE/ MARKETING**

1. Learn what needs to be done to release music on streaming platforms.
2. Story telling and carrying an audience along (from recording to sales).
3. Understanding music platforms and how to market and promote based on regions

[REGISTER FOR THIS MODULE](#)[REGISTER FOR FULL PROGRAM](#)

MODULE

06

MUSIC BUSINESS ACADEMY FOR AFRICA

**BRANDING & MARKETING
IN THE MUSIC BUSINESS**

30th Nov - 14th Dec



**MUSIC
BUSINESS
ACADEMY
AFRICA**



**CLASS
ONE****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
TWO****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
FOUR****SOCIAL MEDIA AND DIGITAL MARKETING
IN MUSIC BUSINESS**

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

18th Jan 2025 - 26th Jan 2025



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 fan engagement through Live events.

[REGISTER FOR THIS MODULE](#)

[REGISTER FOR FULL PROGRAM](#)

MODULE
06

PROJECT MANAGEMENT

MUSIC BUSINESS ACADEMY FOR AFRICA

| Project Summary | WEEK1 | | | | | WEEK2 | | | | | WEEK3 | | | | | WEEK4 | | | | |
|-----------------|-------|---|---|----|---|-------|---|---|----|---|-------|---|---|----|---|-------|---|---|----|---|
| | M | T | W | TH | F | M | T | W | TH | F | M | T | W | TH | F | M | T | W | TH | F |
| Project A | | | | | | | | | | | | | | | | | | | | |
| Task01 | | | | | | | | | | | | | | | | | | | | |
| Task02 | | | | | | | | | | | | | | | | | | | | |
| Task03 | | | | | | | | | | | | | | | | | | | | |
| Project B | | | | | | | | | | | | | | | | | | | | |
| Task04 | | | | | | | | | | | | | | | | | | | | |
| Task05 | | | | | | | | | | | | | | | | | | | | |
| Task06 | | | | | | | | | | | | | | | | | | | | |
| Project C | | | | | | | | | | | | | | | | | | | | |
| Task07 | | | | | | | | | | | | | | | | | | | | |
| Task08 | | | | | | | | | | | | | | | | | | | | |
| Task09 | | | | | | | | | | | | | | | | | | | | |
| Project D | | | | | | | | | | | | | | | | | | | | |



PROJECT MANAGEMENT IN THE CREATIVE INDUSTRY

18th Jan 2025 - 26th Jan 2025

**CLASS
ONE****PROJECT MANAGEMENT FOUNDATIONS
FOR CREATIVES AND DEFINING PROJECT
SUCCESS & SCOPE.**

1. Understanding project management fundamentals
2. Understanding the difference between traditional and creative project management
3. Overview of the creative industry landscape
4. Identifying stakeholders and managing client expectations
5. Developing creative briefs and SMART goals
6. Creating realistic and achievable project scopes
7. Risk assessment and mitigation in creative projects

**CLASS
THREE****COLLABORATION, TEAM LEADERSHIP,
MONITORING, FEEDBACK, AND
PROJECT REFINEMENT**

1. Developing clear communication strategies within creative teams
2. Motivating and managing creative talent
3. Resolving conflicts and fostering productive collaboration
4. Setting project KPIs to measure progress
5. Gathering and utilising client feedback
6. Adapting the project plan based on data
7. The art of the pivot: knowing when to make adjustments

[REGISTER FOR THIS MODULE](#)**CLASS
TWO****BUILDING TIMELINES AND BUDGETS
AND AGILE METHODOLOGIES FOR
CREATIVE TEAMS.**

1. Breaking down creative work into manageable tasks
2. Accurate work estimation for creative teams
3. Building a project budget with both hard and soft costs
4. Using project management tools (Gantt charts, Kanban boards, etc.)
5. Benefits of Agile in creative projects
6. Adapting Scrum and Kanban to creative workflows
7. Managing iterations and handling changing scope

**CLASS
FOUR****PROJECT COMPLETION AND
POST-PROJECT ANALYSIS**

1. Effective project handoff and documentation
2. Conducting retrospectives to optimize future projects
3. Building strong client relationships for repeat business

[REGISTER FOR FULL PROGRAM](#)

