



THE INTERNATIONAL COLLEGE  
**CREATIVE ARTS** *of*



## About Us

The International College of Creative Arts (ICCA) is a specialist, private university for the creative arts incorporated in the United Kingdom and Nigeria. The goal is to bring simplicity and innovation to creative arts education, by providing industry-focused, hands-on training to young creatives across Africa.



## Vision & History

Established 16 years ago, ICCA (International College of Creative Arts) began as Tenstrings Music Institute, offering music programs. In 2018, we expanded to include the Lagos School of Design, also known as Black Fragrance School of Design, which offers 11 different programs in the field of design, including Fashion, Graphics and Web Design, Animation, and Photography. Today, Tenstrings and Black Fragrance stand as the largest private school of creative arts in Africa, having successfully trained over 20,000 students from 17 countries across the continent, many of whom have gone on to successful careers in the creative industry.

At ICCA, we are committed to providing our students with a comprehensive, hands-on education that prepares them for the demands of the modern creative industry.

## Our Programs & Qualifications

Our three-year bachelor's degree programs are designed to provide students with a solid foundation in their chosen fields, and to equip them with the skills and knowledge needed to succeed in a rapidly changing industry. Our innovative curriculum combines classroom instruction with practical, real-world experience, giving our students a competitive edge in the job market.

One of the unique features of ICCA is our partnership with leading European universities, who provide the final two years of our students' education through blended e-learning platforms.

This allows our students to receive a world-class education from some of the best universities in Europe, while studying in Africa. Our students also have free access to our state-of-the-art studios and workshops, where they can execute their projects under the guidance of experienced instructors.

ICCA is the ultimate destination for students seeking a world-class education in the creative arts. With our innovative curriculum, experienced instructors, and unique partnership with leading European universities, we are committed to providing our students with the knowledge, skills, and practical experience they need to succeed in the dynamic and competitive field of creative arts.

# ABOUT ICCA

Imagination,  
Individuality,  
Flexibility...



**ICCA**



**Think,  
Innovate,  
Thrive!**



At ICCA, we recognize that every student is different, which is why we offer a range of options to suit different learning styles and career goals. Some students may choose to complete their entire three-year program with us, while others may be admitted directly to the final two years of studies, skipping the first year of study and coursework if they can demonstrate sufficient talent, skills, and industry experience.

We are one of the very few colleges in Africa to award academic credits on the merit of brought-forward talent, skills, and industry experience.

Upon graduation, our students receive double degrees from both ICCA and our partner universities, giving them a competitive advantage in the job market. Our graduates have gone on to successful careers in fields such as music, fashion, graphic design, web design, animation, and photography, both in Africa and around the world.

# POPULAR MUSIC PERFORMANCE

**Course Code:** POP101

**Level:** Undergraduate

**Intakes:** Intake 1 (February), Intake 2 (May), Intake 3 (August), Intake 4 (November)

**Credit:** 120

**Method:** Campus, E-learning

## ABOUT THIS PROGRAM

The Bachelor of Music in Performance program is designed to cultivate aspiring musicians into skilled performers with a deep understanding of music theory, aural training, and the use of technology in contemporary music. Through a comprehensive curriculum spanning three academic years, students will develop their instrumental proficiency, ensemble playing, musicianship, and technical expertise of their chosen in the context of music production.

The program is divided into six modules, each focusing on specific aspects of music performance and related disciplines.

**MODULE 1:** in this module, students will establish a solid foundation in music performance by engaging in rigorous training on their principal instrument and participating in contemporary band settings. They will also receive instruction in music theory (rudiments of music), aural training (pitch identification),

**MODULE 2:** this module delves into the exploration of music performance in its historical and cultural contexts. They will learn to apply their performance skills in diverse musical genres and be introduced to the fundamental principles of recording their principal instrument. Students will deepen their knowledge of music theory and aural skills, with intermediate topics such as chord structure,

**MODULE 3:** this focuses on advancing students' technical skills and interpretive abilities. Through intensive guided practice on their principal instrument, participation in band activities, and further study of music theory and aural training exploring topics such as advanced chords, harmony, sight reading and the study of the techniques used by virtuosos of their chosen instrument. This will help students refine their techniques and develop their own unique artistic expression.

## BASIC DETAILS

### MODULES:

1. Foundations of Music Performance
2. Music Performance and Context
3. Advanced Techniques in Music Performance
4. Collaborative Performance and Live Sound
5. Career Development and Advanced Production
6. Senior Recital and Specializations

**Course Fee:** €3,850 per academic year.  
[70% of fees must be paid before the commencement of the program.]

### Entry Requirements

1. Five O'Level (High School Subjects) Credits
2. An interview with our admission team
3. Candidates with at least five years of industry experience in their chosen field may qualify for automatic placement into the second year of this program. Such candidates must display exceptional talent, skills, and an impressive portfolio. Our admissions team will consider your experience, talent, and skills alongside your portfolio during the admission process.



# MUSIC PRODUCTION

**Course Code:** MPR101

**Level:** Undergraduate

**Intakes:** Intake 1 (February), Intake 2 (May),  
Intake 3 (August), Intake 4 (November)

**Credit:** 120

**Method:** Campus, E-learning

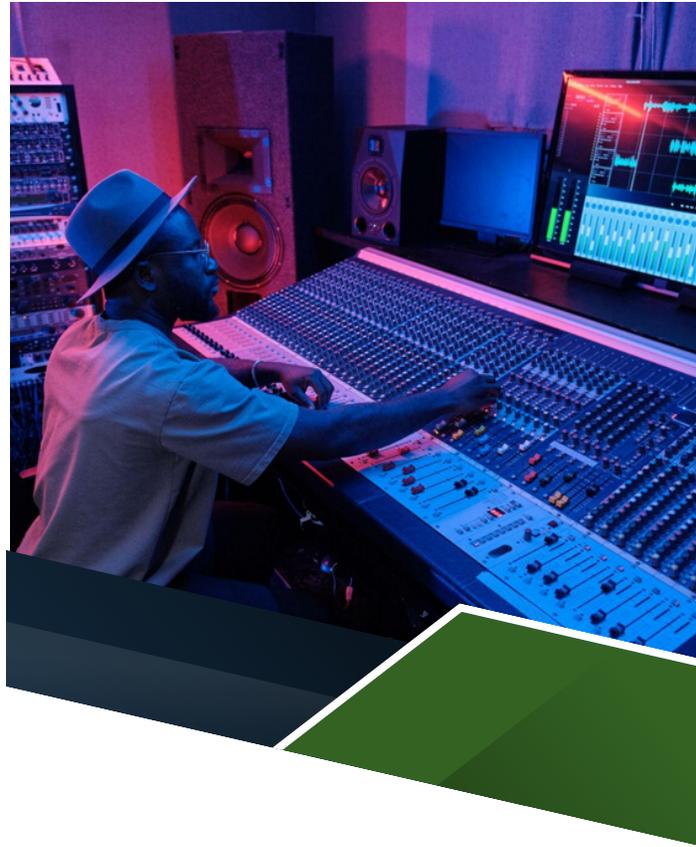
## ABOUT THIS PROGRAM

The Bachelor of Music in Music Production program is designed to equip students with the knowledge, skills, and expertise necessary for a successful career in the dynamic field of music production. Through a comprehensive curriculum divided into six modules, students will develop a strong foundation in music production techniques, gain proficiency in recording and mixing, and explore various specializations within the field.

Students will acquire fundamental knowledge in basic piano, theory for music production, and studio etiquette, while also gaining hands-on experience in music production fundamentals, recording principles for digital environments, recording techniques, analog environments, and sound design.

There will also be a focus on refining skills in mixing and mastering, recording principles for both analog and digital environments, and understanding the music business landscape. Moreover, students will be introduced to industry-standard music production software, gaining proficiency in tools such as Pro Tools, Ableton Live, Logic Pro, Studio One, FL Studio

Students will delve into the intricacies of music production through courses that explore career opportunities, professional development, and sound design for film, theatre, and media. With the opportunity to choose elective courses, students can further specialize their skills based on their interests and aspirations.



"Music production is a constantly evolving field, with new technologies and techniques emerging all the time."

## BASIC DETAILS

### MODULES:

1. Foundations of Music Production
2. Advanced Techniques in Music Production
3. Mixing, Mastering, and Music Business
4. Advanced Music Production
5. Career Development and Specializations
6. Senior Project and Specializations

**Course Fee:** €3,850 per academic year.  
[70% of fees must be paid before the commencement of the program.]

### Entry Requirements

1. Five O'Level (High School Subjects) Credits
2. An interview with our admission team
3. Candidates with at least five years of industry experience in their chosen field may qualify for automatic placement into the second year of this program. Such candidates must display exceptional talent, skills, and an impressive portfolio. Our admissions team will consider your experience, talent, and skills alongside your portfolio during the admission process.

# DIGITAL PHOTOGRAPHY

**Course Code:** DPG101

**Level:** Undergraduate

**Intakes:** Intake 1 (February), Intake 2 (May), Intake 3 (August), Intake 4 (November)

**Credit:** 120

**Method:** Campus, E-learning



## ABOUT THIS PROGRAM

The Bachelor of Arts in Digital Photography program is designed to provide students with a comprehensive understanding of digital photography techniques, aesthetics, and business practices. The course integrates theoretical knowledge with practical skills, enabling students to explore the art and science of photography in the digital age.

This program provides students with a comprehensive introduction to photography, including the history of photography in Nigeria, digital/analog techniques, camera types, and fundamentals of lighting. Students will also explore the art of street and portrait photography, learning techniques for capturing candid moments, mastering composition and lighting, and conveying visual narratives.

This module combines fashion photography, composition principles, film-making, advanced photo editing, and the business aspects of photography. Students will develop visually striking fashion photography skills and explore the art of composition. Additionally, they will gain practical knowledge in photography for film-making and advanced photo editing techniques.

There will also be a focus on the development of a photography portfolio, critique, and entrepreneurship skills. Students will refine their portfolio by applying critical analysis and receiving feedback on their work. They will also learn essential business management skills specific to the photography industry, including marketing strategies, entrepreneurship, and branding.



## BASIC DETAILS

### MODULES:

1. Introduction to Photography and Nigerian Photographic History
2. Specializations in Photography
3. Digital Photo Editing and Post-Processing
4. Advanced Techniques and Specializations
5. Photography Business and Professional Development
6. Final Project and Exhibition

**Course Fee:** €3,850 per academic year. [70% of fees must be paid before the commencement of the program.]

### Entry Requirements

1. Five O'Level (High School Subjects) Credits
2. An interview with our admission team
3. Candidates with at least five years of industry experience in their chosen field may qualify for automatic placement into the second year of this program. Such candidates must display exceptional talent, skills, and an impressive portfolio. Our admissions team will consider your experience, talent, and skills alongside your portfolio during the admission process.

# DRAMA AND THEATRE ARTS

**Course Code:** DTA101

**Level:** Undergraduate

**Intakes:** Intake 1 (February), Intake 2 (May),  
Intake 3 (August), Intake 4 (November)

**Credit:** 120

**Method:** Campus, E-learning



## ABOUT THIS PROGRAM

The Bachelor of Arts in Drama and Theatre Arts is an immersive 3-year undergraduate program that offers a comprehensive curriculum designed to develop the skills and knowledge necessary for a successful career in the theatre and performance industry. This program integrates Nigerian theatre history and culture into its modules to provide students with a deep understanding of the local context.

Students will embark on an immersive journey into the world of theatre, developing a solid foundation in acting, stagecraft, scriptwriting, and exploring the rich history and cultural significance of theatre in Nigeria. Building upon this foundation, they will delve deeper into acting techniques, scene study, African Theatre, and the art of vocal expression.

They will hone their playwriting and directing skills, crafting engaging narratives, and bringing scripts to life. They will also explore the transformative power of theatre in social contexts, examining its impact on society and the intersection with social change and political activism.

Students will delve into lighting design, sound design, stage management, and set design, gaining practical skills to create visually captivating productions. Additionally, they will refine their acting techniques, explore directing and staging, and gain insights into the business side of the theatre and performing arts industry in Nigeria

## BASIC DETAILS

### MODULES:

1. Foundations of Theatre Arts
2. Acting and Performance Techniques
3. Playwriting and Directing
4. Theatre in Social Context
5. Technical Theatre and Design
6. Professional Development and Application

**Course Fee:** €3,850 per academic year.  
[70% of fees must be paid before the commencement of the program.]

### Entry Requirements

1. Five O'Level (High School Subjects) Credits
2. An interview with our admission team
3. Candidates with at least five years of industry experience in their chosen field may qualify for automatic placement into the second year of this program. Such candidates must display exceptional talent, skills, and an impressive portfolio. Our admissions team will consider your experience, talent, and skills alongside your portfolio during the admission process.



# FILM-MAKING

**Course Code:** DTA101

**Level:** Undergraduate

**Intakes:** Intake 1 (February), Intake 2 (May),  
Intake 3 (August), Intake 4 (November)

**Credit:** 120

**Method:** Campus, E-learning

## ABOUT THIS PROGRAM

The Bachelor of Arts in Filmmaking is an immersive and comprehensive program that prepares students for a successful career in the exciting world of filmmaking. This course is designed to provide students with a strong foundation in both the artistic and technical aspects of filmmaking, while also exploring the rich history and cultural context of Nigerian cinema.

The program will provide students with a solid foundation in filmmaking, covering the history of Nigerian cinema, fundamentals of film production, scriptwriting, storyboarding, cinematography, lighting, and sound design. This immersive learning experience equips students with the necessary skills and knowledge to bring their creative visions to life on screen.

Students will engage in hands-on learning experiences that encompass both documentary and fiction filmmaking. They develop the skills necessary to capture compelling real-life stories, conduct interviews, direct actors, and enhance their films through the post-production process using software like Premiere Pro, DaVinci Resolve, Final Cut Pro.

They will delve into the business and industry aspects of filmmaking, covering film marketing, distribution strategies, film studies, advanced project development, and professional practice. Through these modules, students gain practical insights into promoting and distributing their films, analyzing diverse genres, and applying their skills in project development and management.

## BASIC DETAILS

### MODULES:

1. Foundations of Film-making
2. Cinematic Craft and Aesthetics
3. Documentary and Non-Fiction Filmmaking
4. Fiction Filmmaking and Post-Production
5. Film Business and Industry
6. Advanced Project Development and Professional Practice

**Course Fee:** €3,850 per academic year.  
[70% of fees must be paid before the commencement of the program.]

### Entry Requirements

1. Five O'Level (High School Subjects) Credits
2. An interview with our admission team
3. Candidates with at least five years of industry experience in their chosen field may qualify for automatic placement into the second year of this program. Such candidates must display exceptional talent, skills, and an impressive portfolio. Our admissions team will consider your experience, talent, and skills alongside your portfolio during the admission process.



# FASHION DESIGN

**Course Code:** FD101

**Level:** Undergraduate

**Intakes:** Intake 1 (February), Intake 2 (May), Intake 3 (August), Intake 4 (November)

**Credit:** 120

**Method:** Campus, E-learning

## Entry Requirements

1. Five O'Level (High School Subjects) Credits
2. An interview with our admission team
3. Candidates with at least five years of industry experience in their chosen field may qualify for automatic placement into the second year of this program. Such candidates must display exceptional talent, skills, and an impressive portfolio. Our admissions team will consider your experience, talent, and skills alongside your portfolio during the admission process.



## ABOUT THIS PROGRAM

The Bachelor of Arts in Fashion Design program offers a comprehensive and immersive learning experience for aspiring fashion designers. Over the course of three years, students will delve into the dynamic world of fashion, gaining practical skills, industry knowledge, and a deep understanding of Nigerian fashion history.

In this program, students establish a strong foundation in fashion design, exploring Nigerian fashion history, principles of design, and mastering skills in textile science, illustration, and garment construction. They delve into advanced techniques like digital fashion design, pattern drafting, and learn about fashion merchandising.

Students will advance their design skills and explore sustainable practices in the fashion industry. They will delve into fashion marketing, branding, and sustainable design, incorporating eco-friendly materials and ethical production methods. Students refine their pattern drafting and draping techniques while also exploring fashion business and entrepreneurship.

There will also be a focus on developing fashion collections and gaining practical experience in the industry. They will learn the process of collection development, from concept to fabric selection, while building their professional portfolio. Students gain hands-on experience in fashion show production and engage in a fashion industry project, collaborating with professionals.

## BASIC DETAILS

### MODULES:

1. Foundations of Fashion Design
2. Techniques and Merchandising
3. Advanced Design and Sustainability
4. Business and Industry Focus
5. Collection Development and Professional Practice
6. Industry Collaboration and Final Projects

**Course Fee:** €3,850 per academic year. [70% of fees must be paid before the commencement of the program.]





## BASIC DETAILS

### MODULES:

1. Introduction to Interior Design and Design Fundamentals
2. Design Techniques and Visualization
3. Construction and Sustainability
4. Commercial and Exhibition Design
5. Residential Design and Research
6. Hospitality Design and Professional Development

**Course Fee:** €3,850 per academic year. [70% of fees must be paid before the commencement of the program.]

# INTERIOR DESIGN

**Course Code:** IND101

**Level:** Undergraduate

**Intakes:** Intake 1 (February), Intake 2 (May), Intake 3 (August), Intake 4 (November)

**Credit:** 120

**Method:** Campus, E-learning

## ABOUT THIS PROGRAM

The Interior Design program at our college offers a comprehensive curriculum that combines theoretical knowledge and practical skills to equip students with the necessary tools to become professional interior designers.

Students are introduced to the fundamental concepts of interior design. They gain an understanding of the principles and elements of design and develop skills in design communication, drawing, and drafting. They also delve into the rich history of Nigerian interior design, exploring its cultural context and influence on contemporary design practices.

They engage in studio-based courses where they learn to translate their ideas into tangible designs. They delve into furniture design and construction, utilizing digital design techniques and 3D visualization tools to create realistic representations of their designs. They also explore lighting design and its impact on interior spaces.



## Entry Requirements

1. Five O'Level (High School Subjects) Credits
2. An interview with our admission team
3. Candidates with at least five years of industry experience in their chosen field may qualify for automatic placement into the second year of this program. Such candidates must display exceptional talent, skills, and an impressive portfolio. Our admissions team will consider your experience, talent, and skills alongside your portfolio during the admission process.

# BEAUTY CRAFTS

Course Code: BCR101

Level: Undergraduate

Intakes: Intake 1 (February), Intake 2 (May),

Intake 3 (August), Intake 4 (November)

Credit: 120

Method: Campus, E-learning

## Entry Requirements

1. Five O'Level (High School Subjects) Credits
2. An interview with our admission team
3. Candidates with at least five years of industry experience in their chosen field may qualify for automatic placement into the second year of this program. Such candidates must display exceptional talent, skills, and an impressive portfolio. Our admissions team will consider your experience, talent, and skills alongside your portfolio during the admission process.



## ABOUT THIS PROGRAM

The Beauty Crafts course is a comprehensive program that offers students a diverse range of skills and knowledge in the fields of Hairmaking, Beadmaking, Costume Design, Makeup Artistry, and Nail Art. Throughout the course, students will explore the historical and cultural significance of these crafts in Nigeria while developing practical expertise through hands-on training and theoretical coursework.

Students will be introduced to the captivating world of Beauty Crafts, exploring its historical and cultural significance in Nigeria. They will develop fundamental skills in basic Makeup Techniques, Beadmaking, and Hairmaking. Moving forward, students will advance their creative abilities through Costume Design Fundamentals, Nail Art Techniques, Intermediate Makeup Techniques, Bead Stringing and Weaving, and Hair Braiding Techniques.

They will experience a transformative academic journey that expands their skills and knowledge in various aspects of beauty crafts. These modules offer an opportunity for students to delve deeper into their chosen disciplines, developing advanced techniques and concepts that significantly impact their academic and creative growth.

Additionally, students concentrate on portfolio development, exhibition preparation, and professional development courses tailored to their needs. They also gain practical industry experience through internships, preparing them for successful careers in the ever-evolving beauty and fashion industry.



## BASIC DETAILS

### MODULES:

1. Introduction to Beauty Crafts
2. Creative Techniques in Beauty Crafts
3. Advanced Skills in Beauty Crafts
4. Specialized Techniques in Beauty Crafts
5. Advanced Concepts in Beauty Crafts
6. Professional Development and Internship

**Course Fee:** €3,850 per academic year. [70% of fees must be paid before the commencement of the program.]

# GRAPHIC DESIGN

**Course Code:** GRD101

**Level:** Undergraduate

**Intakes:** Intake 1 (February), Intake 2 (May),  
Intake 3 (August), Intake 4 (November)

**Credit:** 120

**Method:** Campus, E-learning

## ABOUT THIS PROGRAM

The Bachelor of Arts in Graphic Design is a dynamic three-year degree program that prepares students for a successful career in the ever-evolving field of graphic design. This comprehensive program offers a solid foundation in graphic design principles, techniques, and theories, while nurturing students' creativity, critical thinking, and problem-solving abilities.

This program provides students with a solid foundation in graphic design, introducing them to the core principles of visual communication, design thinking, and typography. They will explore the historical context of graphic design and its evolution, studying influential movements and key figures. Through hands-on projects and design studio work, students will develop their creative skills, conceptual thinking, and design research abilities, laying the groundwork for their journey in the dynamic field of graphic design.

Students will learn user-centered design principles, responsive web design, and brand identity development. They will also gain proficiency in print design techniques and motion graphics, creating impactful visual materials across different media platforms. Through hands-on projects, students will enhance their versatility as graphic designers in the dynamic fields of web design, branding, print, and motion graphics.

There will also be a focus on advanced design principles, entrepreneurship, and social impact. Students will delve into advanced typography techniques and packaging design, exploring expressive possibilities and functional aesthetics. They will also gain insights into entrepreneurship and business skills, preparing them for a career in the design industry.

## BASIC DETAILS

### MODULES:

1. Introduction to Graphic Design and Visual Communication
2. Design Foundations and History
3. Web Design and Branding
4. Print Design and Motion Graphics
5. Advanced Design and Entrepreneurship
6. Social Impact and Portfolio Development

**Course Fee:** €3,850 per academic year.  
[70% of fees must be paid before the commencement of the program.]

### Entry Requirements

1. Five O'Level (High School Subjects) Credits
2. An interview with our admission team
3. Candidates with at least five years of industry experience in their chosen field may qualify for automatic placement into the second year of this program. Such candidates must display exceptional talent, skills, and an impressive portfolio. Our admissions team will consider your experience, talent, and skills alongside your portfolio during the admission process.



# ANIMATION & GAME DESIGN

**Course Code:** AGD101

**Level:** Undergraduate

**Intakes:** Intake 1 (February), Intake 2 (May),  
Intake 3 (August), Intake 4 (November)

**Credit:** 120

**Method:** Campus, E-learning



## ABOUT THIS PROGRAM

The Bachelor of Arts in Animation and Game Design is an immersive three-year undergraduate program designed to cultivate creative and technical skills in the fields of animation and game design. This interdisciplinary program integrates theory, hands-on practice, and historical context to equip students with a comprehensive understanding of the industry.

This program will provide students with a comprehensive introduction to animation and game design. They will learn the principles and techniques of 2D and 3D animation, including drawing, modeling, and rigging. Students will also explore the fundamentals of game design, gaining insights into creating immersive game experiences. Through hands-on projects, they will develop practical skills in game development and 3D modeling.

Students will explore the creative aspects of animation and game design. They will learn visual storytelling techniques, creating compelling narratives. Students will also develop skills in concept art, bringing characters and environments to life. They will explore interactive design, creating immersive experiences, and gain insights into motion capture technology.

They will learn the art of sound design, creating immersive auditory experiences. Students will also develop their portfolios, showcasing their work and skills. They will explore special effects, creating visually stunning visual effects. Additionally, they will engage in advanced development, applying their skills to complex projects.



## BASIC DETAILS

### MODULES:

1. Introduction to Animation and Game Design
2. 3D Modeling and Animation
3. Game Development and Design
4. Visual Storytelling and Concept Art
5. Sound Design and Portfolio Development
6. Production Pipeline and Advanced Development

**Course Fee:** €3,850 per academic year.  
[70% of fees must be paid before the commencement of the program.]

### Entry Requirements

1. Five O'Level (High School Subjects) Credits
2. An interview with our admission team
3. Candidates with at least five years of industry experience in their chosen field may qualify for automatic placement into the second year of this program. Such candidates must display exceptional talent, skills, and an impressive portfolio. Our admissions team will consider your experience, talent, and skills alongside your portfolio during the admission process.

## ABOUT THIS PROGRAM

The Bachelor of Arts in Advertising is a comprehensive three-year undergraduate program designed to provide students with the knowledge, skills, and practical experience necessary to excel in the exciting and dynamic field of advertising. The course integrates the rich history of advertising in Nigeria, as well as global industry practices, to broaden students' perspectives and enhance their creative abilities.

Students will gain an introduction to advertising, exploring Nigeria's advertising history and learning the fundamental principles of marketing, graphic design, and writing for advertising. Students dive into consumer behavior and advertising strategies, developing skills in digital marketing, visual communication, and creative problem-solving.

They will learn to develop compelling brand identities, conduct advertising research, and effectively promote products and services through various media channels. Students will also explore media planning and buying, public relations, social media marketing, and creative advertising concepts.

Students will work on advanced advertising campaigns, considering ethical and legal considerations. They will explore emerging trends, develop comprehensive advertising portfolios, and gain practical industry experience through internships or work placements. Additionally, students will delve into creative advertising final projects, advertising management and leadership, entrepreneurship in advertising, and the influence of global markets and cultural diversity on advertising strategies.

# ADVERTISING

**Course Code:** ADTI01

**Level:** Undergraduate

**Intakes:** Intake 1 (February), Intake 2 (May), Intake 3 (August), Intake 4 (November)

**Credit:** 120

**Method:** Campus, E-learning



"Advertising agencies often work with a variety of clients across multiple industries, providing a dynamic and diverse work environment."

## BASIC DETAILS

### MODULES:

1. Introduction to Advertising and Foundations
2. Consumer Behavior and Advertising Strategies
3. Branding and Advertising Campaigns
4. Media Planning and Promotion
5. Advanced Advertising and Industry Practices
6. Creative Advertising and Global Perspective

**Course Fee:** €3,850 per academic year.  
[70% of fees must be paid before the commencement of the program.]

### Entry Requirements

1. Five O'Level (High School Subjects) Credits
2. An interview with our admission team
3. Candidates with at least five years of industry experience in their chosen field may qualify for automatic placement into the second year of this program. Such candidates must display exceptional talent, skills, and an impressive portfolio. Our admissions team will consider your experience, talent, and skills alongside your portfolio during the admission process.

# CREATIVE ENTREPRENEURSHIP

**Course Code:** CRE101

**Level:** Undergraduate

**Intakes:** Intake 1 (February), Intake 2 (May),

Intake 3 (August), Intake 4 (November)

**Credit:** 120

**Method:** Campus, E-learning



## ABOUT THIS PROGRAM

The Creative Entrepreneurship program is a comprehensive and dynamic course that prepares students to become successful entrepreneurs in the creative industries. Throughout the program, students will gain a solid foundation in entrepreneurial principles and business strategies while focusing on the unique context of Nigeria's creative industries.

The program provides students with a comprehensive understanding of the principles and practices of entrepreneurship in the creative industries. Students will explore topics such as marketing, accounting, intellectual property rights, business law, financial management, and business pitching.

Students will be provided with essential skills and knowledge to succeed in the creative industries. Students will learn how to conduct market research, analyze market trends, and develop effective marketing strategies in the digital landscape. They will also gain insights into project management, e-commerce, strategic management, and innovative product development.

The program aims to equip students with the necessary skills for success in the creative industries. Students will explore international business, negotiation, branding, public relations, and cultivating an entrepreneurial mindset. Additionally, they will develop advanced skills in entrepreneurial finance, consulting, and managing intellectual property rights.

## BASIC DETAILS

### MODULES:

1. Introduction to Creative Entrepreneurship
2. Ideation and Business Foundations
3. Market Research and Strategy
4. Business Operations and Growth
5. Branding, Communication, and Resilience
6. Advanced Business Skills and Entrepreneurial Support

**Course Fee:** €3,850 per academic year. [70% of fees must be paid before the commencement of the program.]

### Entry Requirements

1. Five O'Level (High School Subjects) Credits
2. An interview with our admission team
3. Candidates with at least five years of industry experience in their chosen field may qualify for automatic placement into the second year of this program. Such candidates must display exceptional talent, skills, and an impressive portfolio. Our admissions team will consider your experience, talent, and skills alongside your portfolio during the admission process.

# BUSINESS ADMINISTRATION & MANAGEMENT

**Course Code:** BAM101

**Level:** Undergraduate

**Intakes:** Intake 1 (February), Intake 2 (May),  
Intake 3 (August), Intake 4 (November)

**Credit:** 120

**Method:** Campus, E-learning

## Entry Requirements

1. Five O'Level (High School Subjects) Credits
2. An interview with our admission team
3. Candidates with at least five years of industry experience in their chosen field may qualify for automatic placement into the second year of this program. Such candidates must display exceptional talent, skills, and an impressive portfolio. Our admissions team will consider your experience, talent, and skills alongside your portfolio during the admission process.



## ABOUT THIS PROGRAM

The Bachelor of Business Administration and Management program at our college offers a comprehensive curriculum that integrates foundational business knowledge with a focus on the Nigerian creative industry. This dynamic program equips students with the skills and expertise necessary to excel in various managerial and entrepreneurial roles within the creative arts sector.

This program provides students with a solid foundation in essential business principles, including business management, accounting, mathematics, statistics, and the historical context of the Nigerian creative industry. Students also develop effective communication skills and gain insights into macroeconomics, microeconomics, financial management, organizational behavior, and the entrepreneurial mindset necessary for success in the creative arts sector.

This module covers operations management, research methods, business ethics, human resource management, innovation, strategic management, e-commerce, digital marketing, international business, project management, and small business development. Students gain the knowledge and skills necessary to optimize operations, conduct effective research, drive strategic decision-making, and foster entrepreneurship within the Nigerian creative industry.

## BASIC DETAILS

### MODULES:

1. Business Fundamentals
2. Communication and Economics
3. Operations and Research
4. Strategic Management and Entrepreneurship
5. Leadership and Analytics
6. Innovation and Marketing

**Course Fee:** €3,850 per academic year.  
[70% of fees must be paid before the commencement of the program.]

# CONTACT US



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