



RISE ACADEMY OF ENTREPRENEURSHIP

Your Passion. Our Guidance.
Your Stage.



20
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COURSE COLLECTION

DJ COURSE COLLECTION
MUSIC PRODUCTION COURSE COLLECTION
PERFORMANCE COURSE COLLECTION
BUSINESS COURSE COLLECTION
LIVE SOUND



THE RISE ACADEMY APPROACH

Established in 2015, RISE Academy transforms raw talent into marketable performers by combining technical skills with business know-how, creating profitable brands. As the only school in Africa merging artistic talent with business expertise, our programs empower DJs, Music Producers, Performers, and Sound Engineers to build successful careers, showcasing our winning formula.

01 THE
PRACTICAL

MASTERING THE INDUSTRY

02 THE
EXPERIENCE

03 THE
BUSINESS

04 THE
INDUSTRY

Mastering the music industry goes beyond technical expertise; it involves recognizing that success relies on, and is heavily affected by other very lucrative elements.

To achieve true mastery, professionals must excel in four crucial fundamental elements that form the foundation of the industry.

These four fundamentals are;

1. The Practical
2. The Experience
3. The Business
4. The Industry

01 THE PRACTICAL

Welcome to the Practical Chapter of RISE Academy courses – the hands-on guide to mastering the technical aspects of your craft. Whether you're just starting out or aiming to enhance your skills, this section is designed to teach you the tangible steps required for DJing, music production, performance, and music engineering.

In this practical segment, we break down the complexities and focus on the physical aspects of your chosen discipline. From understanding the basics to refining your techniques, we provide you with the fundamental tools necessary to excel in your field. No matter where you are on your learning journey, this chapter ensures that you acquire the skills and knowledge needed to take your passion to the next level.

At RISE Academy, the Experience Chapter in every course immerses students in simulated real-world scenarios, ensuring they are fully equipped for the industry. Beyond technicalities, this chapter delves into practical experiences essential for real-world success, tailored to every discipline. Recognizing the significance of real-world readiness, we meticulously craft these experiences for students across all disciplines. Our commitment is to shape well-rounded professionals prepared to conquer the challenges of the industry, ensuring you're not just knowledgeable on technicalities but also experienced.

02 THE EXPERIENCE

03 THE BUSINESS

The Business Fundamentals stand out as a pivotal element across all RISE Academy courses, emphasizing the core objective of imparting money-making skills. This comprehensive module establishes a robust marketing foundation by exploring branding, social media, and public relations. It delves into growth and professionalism, addressing crucial aspects like riders, networking, agents, managers, and business plans. The fundamental encourages a growth-oriented mindset, equipping individuals to navigate challenges, overcome failure and stress, while also guiding them in securing club gigs and attracting new clients.

The Industry Fundamentals explore the music industry at national and global levels, ensuring a thorough understanding of its competitive landscape. The Industry chapter in all courses cover a broad understanding of the music business, including radio, music history, record labels, publishing, studio professionalism, copyright, alternative revenue streams, fan engagement, and the dynamics of touring and live performances. It provides students with insights into the multifaceted aspects of the industry beyond the technicalities, fostering a holistic comprehension of the music business landscape.

04 THE INDUSTRY



AVAILABLE COURSES

01 02 03 04 05

DJ COURSE COLLECTION

Ultimate DJ
Advanced DJ
DJ Production

MUSIC PRODUCTION COURSE COLLECTION

Music Production
Advanced Production
Artist Production
DJ Production

PERFORMANCE COURSE COLLECTION

Performance
Artist Production

BUSINESS COURSE COLLECTION

Music Industry Business
Entrepreneurship
Artist Management

LIVE SOUND

BUSINESS COURSE COLLECTION

MUSIC INDUSTRY BUSINESS

Explore essential aspects of the music industry that influence your path as a musician. Learn about music history, record labels, publishing, copyright, revenue streams, and fan engagement. Prepare for a successful career in music production, whether in the studio or on stage.

ENTREPRENEURSHIP

Do you want to start and run your own business? This is the perfect course for you. This course will do so much more than just help you to find that great business idea. You will walk away with a completed business plan, as well as the marketing and financial skills you need to turn your idea into a reality. RISE Academy will take the first few steps of business development with you so that your business is already up and running before you've even finished the course. The course concludes with you formally pitching your new business to a panel of entrepreneurs. Let's turn you into a business owner!

ARTIST MANAGEMENT

The role and responsibilities of an artist manager are central to the success and well-being of musicians and other creative professionals in the music industry. An effective artist manager serves as the backbone of an artist's career, helping to navigate the complex landscape of the music business while allowing the artist to focus on their craft.

BUSINESS COURSES

MUSIC INDUSTRY BUSINESS

Understanding the intricacies of the music industry business is paramount for anyone aspiring to be a professional in the world of music. While technical skills and musical talent are undoubtedly essential, they are only part of the equation. This Music Industry Business course offers a comprehensive roadmap to bolster your success in the music industry, ensuring you're not just a talented artist but a savvy business professional.

Number of classes: 20

Course Fee: From R 8 746

Course Duration:

Part-time: ± 31 Weeks

ENTREPRENEURSHIP

The Entrepreneurship course is a gateway to the dynamic world of business creation and innovation, designed to equip individuals with the essential knowledge, skills, and mindset needed to succeed as entrepreneurs. Understanding the fundamentals of entrepreneurship is paramount for those aiming to become professional entrepreneurs.

Number of classes: 18

Course Fee: From R 10 777

Course Duration:

Part-time: ± 31 Weeks

ARTIST MANAGEMENT

In the Artist Management course, aspiring managers and artists acquire essential knowledge and skills to navigate the complexities of the music industry, with each section emphasizing the importance of a solid understanding of artist management principles, from fundamental concepts to industry dynamics and artist promotion. Ultimately, the course empowers future artists and managers to thrive in this multifaceted and dynamic industry, where business acumen is just as crucial as artistic talent.

Number of classes: 18

Course Fee: From R 10 777

Course Duration:

Part-time: ± 31 Weeks

BUSINESS COURSES

MUSIC INDUSTRY BUSINESS

The Music Industry Business course tackles a variety of topics that will help existing musicians better navigate the entertainment industry.

Branding and Marketing, providing insights into building a unique identity and effectively promoting your work. Explore Social Media and Public Relations to harness the power of online presence, followed by an exploration of EPK (Electronic Press Kit) creation for a professional image.

The curriculum emphasizes the importance of being Professional in various aspects, including dealing with Riders, Networking, and understanding the roles of Agents and Managers. students will gain strategic insights into developing Business Plans and Pitching their ideas, cultivating a Growth Mindset in dealing with deadlines, failure, and stress. Aspiring professionals will learn the ropes of getting into clubs and gigs, attracting new clients, and navigating the complexities of the Radio landscape. The course also covers essential aspects of Music History, Record Labels, and Music Organizations, shedding light on the industry's historical context. students will gain knowledge in Publishing, Studio Professionalism, Copyright, and identifying Alternative Revenue Streams. The curriculum also addresses Fan Engagement and the establishment of Fan Clubs, culminating in a comprehensive exploration of Touring and Live Performances.

Number of classes: 18

Course Fee: From R 8 746

Course Duration:

Part-time: ± 31 Weeks

ENTREPRENEURSHIP

The Entrepreneurship course explores the realm of business creation and innovation, strategically structured to equip aspiring entrepreneurs with the indispensable tools for success. Beginning with the establishment of a solid foundation through modules on cultivating an entrepreneurial mindset and refining the perfect business idea, students delve into the intricacies of branding, prototyping, and effective marketing. The curriculum extends to cover essential aspects such as design thinking, social media utilization, legal considerations, and the development of a comprehensive business plan. As the course progresses, students engage in the practicalities of financing, pitching, and professionalism, culminating in a series of pitching lessons and a final pitch presentation. The emphasis on a growth mindset, stress management, and networking ensures a holistic approach to entrepreneurship. This comprehensive program combines theoretical insights with hands-on experience, preparing individuals not just to navigate, but to thrive in the dynamic landscape of entrepreneurship.

Number of classes: 18

Course Fee: From R 10 777

Course Duration:

Part-time: ± 31 Weeks

ARTIST MANAGEMENT

The Artist Management course provides a comprehensive exploration of the critical role played by artist managers in navigating the intricate landscape of the music industry. The course begins with an insightful introduction, laying the groundwork for understanding the dynamic relationship between artists and their managers. Delving into the history and evolution of artist management, participants gain a profound appreciation for the industry's transformation over time. A detailed examination of the music industry, its key players, and the regulatory landscape establishes a foundational understanding.

The heart of the course lies in artist development and branding, emphasizing the pivotal role managers play in shaping an artist's trajectory. Participants delve into ethical considerations, exploring the delicate balance between artistic expression and commercial success. The course spotlights emerging markets and genres, equipping aspiring managers with insights into the ever-evolving music landscape.

Marketing and promotion are crucial components, encompassing branding, social media strategies, public relations, and the creation of Electronic Press Kits (EPKs). The legal and contractual aspects module addresses the nuances of contract negotiation, music contracts, intellectual property rights, copyright, and licensing, ensuring that managers are well-versed in protecting their artists' interests.

Networking and industry relationships are emphasized, acknowledging the interconnected nature of the music business. Live performances, touring, and logistics are thoroughly covered, from booking shows to budgeting for tours. Financial management is a core competency, complemented by crisis management strategies and an exploration of technology trends impacting the industry.

Number of classes: 18

Course Fee: From R 10 777

Course Duration:

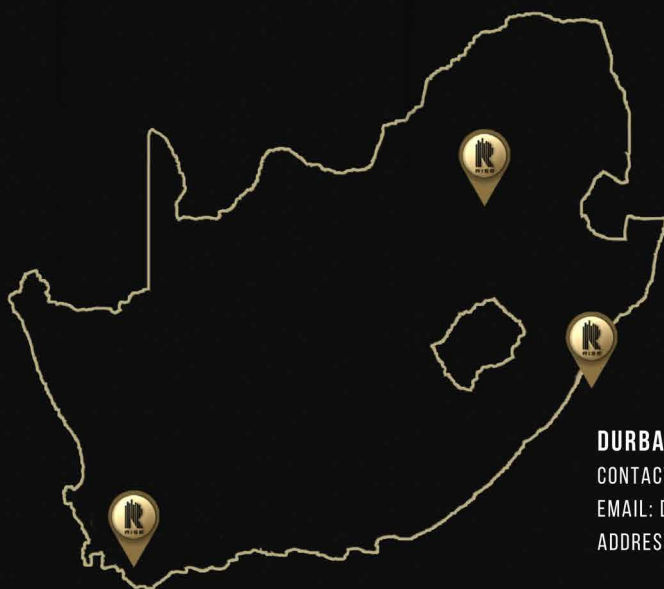
Part-time: ± 31 Weeks



**THERE'S
SOMETHING
MAGICAL ABOUT
BEING PART OF A
COMMUNITY
WHERE
EVERYONE
SHARES THE
SAME BURNING
PASSION**

ANDISWA SHABALALA
CLASS OF 2023
DJ PRODUCTION & LIVE SOUND





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