

2016

BiznessBuildup.com

***Building Businesses
Worldwide***

Subsidiary of **Airflow Multimedia Concept**

COURSE CURRICULUM

Course Curriculum for Training

Introduction

The economy of most countries is on a down slide which has led to high rate of unemployment, mass loss of jobs and other negative likes.

This is why we have come up with trainings on different viable business ideas (both new and existing), we also have a large database of resource persons who are experts in their various field.

We suggest you join us in order to start your business soon enough or grow your existing business with our marketing and business growth strategies.

The training which is being organized by **BusinessBuildup.com** (a subsidiary of **Airflow Multimedia Concept**) is segmented into different phases and time according to the different programmes. Below is the detailed course outline for the different programmes. Our programmes are being updated regularly so please keep in touch by joining us.

 **Blogging Basics**

Blogging is one vital medium in the new media space, this is very necessary in these 21st century as individuals who are trained bloggers can use this new medium to pass niche grounded information on their passion to others and get fulfilled and paid in the process. Below are all the necessary details on this course;

Resource Person: Acha Kelvin

Duration: One day (1st Saturdays of the month, 11am-5pm).

Fee: 8,500 NGN (Manual inclusive)

Topics to Be Covered

- ❖ Introduction to niche blogging
- ❖ How to select your niche/area of specialization
- ❖ How to develop your blog
- ❖ How to source for and install useful plugins
- ❖ Five ways to monetize your niche blog and earn money.
- ❖ The two best ways to monetize your blog
- ❖ How to add videos and audios to your blog
- ❖ How to drive massive traffic to your blog via digital marketing.
- ❖ How to brand yourself and your niche blog.

Digital Marketing and Advertising

The world is going digital by the day. You can reach millions of people who are interested in a particular area of specialization as a digital marketer and advertiser. Digital marketing and advertising will give you an edge over any marketer or advertiser in the business world. Businesses, organizations and individuals around the world are turning fast to digital advertising and marketing because it creates an enticing career for them. Join these pace-setters today. Below are all necessary details;

Resource Person: Acha Kelvin

Duration: One day, (2nd Saturdays of the month, 11am-5pm)

Fee: 8,500 NGN, (Manual inclusive)

Topics to be covered

- ❖ Introduction to digital marketing and advertising
- ❖ Categories of the different digital media
- ❖ How to select demographics in digital media
- ❖ Understanding search engines
- ❖ Search engine optimization

- ❖ How to deal with client as a consultant
- ❖ Understanding mobile marketing
- ❖ Understanding email marketing
- ❖ Useful software for digital marketing

Web Development

Every career and business endeavor need an online presence. Getting to study this programme will give you an edge over others to be a web master and consultant. You can either develop web portals for others or your projects. As a matter of fact, you don't need any coding knowledge.

Below are all necessary details;

Resource Person: Acha Kelvin

Duration: One day (3rd Saturdays of every month, 11am-5pm)

Fee: 8,500 NGN (Manual Inclusive)

Topics to be Covered

- ❖ Introduction to the Web
- ❖ Introduction to the Cpanel
- ❖ Categories of web portals
- ❖ Introduction to Softaculous
- ❖ How to develop forum like Nairaland
- ❖ How to develop ecommerce portals like Jumia
- ❖ How to web portals for schools, banks and hospitals
- ❖ Duties of a web master/web consultant
- ❖ How to gather content on the web
- ❖ How to flip/sell websites for profit

- ❖ How to flip domain names for profit
- ❖ How to source for client

Graphic Design

The need for graphics cannot be explained as different organizations need their messages to be passed across in a simple and creative way which will grab the mind of their target markets. This is where you will come in and offer this service to millions of these organizations. Below are details of this programme;

Resource Person: Franklin Ntu

Duration: First week of every month (Mondays-Fridays, 2pm-6pm)

Fees: 15,500 NGN

Topics to Be Covered

- ❖ Introduction to Corel draw
- ❖ Understanding Corel draw
- ❖ Introduction to photoshop
- ❖ Understanding photoshop
- ❖ How to be simply creative
- ❖ How to use psychology in colours
- ❖ Where to source for jobs online

Music vocal training

Musicians become good at what they do by exercise and practice. No talent can be used to its maximum capacity in its raw state except it is refined until it can be called a product. Whether you have the gift or not, you can

become a good singer/musician by training and continuous exercise at Airflow multimedia concept.

Resource person: Tayo Dirisu

Duration: 2nd week of every month (Mondays-Fridays; 2pm-6pm)

Fees: 7,500 NGN

Area of coverage

- ❖ Tone deafness/using your ear
- ❖ Sing to key/maintenance of key
- ❖ Pitch advancement/management
- ❖ Breath control/voice exercise
- ❖ Voice firmness
- ❖ Voice dexterity
- ❖ Pun/play on songs

 **Song composition**

There are a lot of people who are good singers but don't know how to compose their own songs. This is a limitation on their gift/talent as they may not be able to release; affect the world positively; or make money with their own songs. With our one-week training, we will teach/train you to write and compose your own songs completely.

Resource person: Tayo Dirisu

Duration: 4th Saturday of the month (11am-3pm)

Fees: 7,500 NGN

Areas of coverage

- ❖ Picking a subject matter

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- ❖ Picking a sector in the society
- ❖ Rhyming
- ❖ Rhythm
- ❖ Picking/knowing your genre
- ❖ Interpreting/expressing your song
- ❖ Literary application

+ Video Camera Techniques

The importance of video coverage for any kind of event cannot be replaced. There are basic techniques you will discover from this programme that will enable you to land jobs and contracts from all angles. Below are the details for this program;

Resource Person: Mr. Churchill Wenigha

Duration: 3rd week of every month (Mondays to Fridays, 2pm-6pm)

Fee: 15,500 NGN

Areas of Coverage

- ❖ Basic camera operation
- ❖ Types of cameras
- ❖ Difference between video camera and DSLR
- ❖ Camera shots
- ❖ Camera angles
- ❖ Event coverage
- ❖ Film and documentary
- ❖ White balancing
- ❖ Necessary camera gears and accessories
- ❖ How to get jobs

+ Video Editing

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The video editor is very important in any video production. This programme will expose you to techniques in editing and adding final touches to videos in order to make them perfect.

Resource Person: Silas and Mr. Churchill W.

Duration: 4th week of every month (Mondays to Fridays, 2pm – 6pm)

Fee: 20,500 NGN

Areas of Coverage

- ❖ Introduction to editing
- ❖ Understanding editing software
- ❖ Basic editing
- ❖ Advanced editing
- ❖ Film editing
- ❖ Documentary editing
- ❖ Music video editing
- ❖ Special effects
- ❖ How to work with title, styles, motion and presets.
- ❖ Multi-camera editing

Important Information for Trainees

- All editing trainees must come with a laptop.
- All web development trainees must come with a laptop.
- All digital marketing and advertising trainees come with a laptop.
- All blogging trainees must come with a laptop.
- Payment should be done at the training venue.