



ACADEMY
THINK . LEARN . ACHIEVE

2025-2026

BROCHURE

Powered by:

ThinkUP Group Ltd



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WHO WE ARE

ThinkUp Academy is a proudly private education provider operating under the umbrella of **ThinkUp Group Ltd**, a pan-African holding company headquartered in **Mzuzu, Malawi**. ThinkUp Group leads a diversified portfolio in education, technology, and enterprise development, with a clear mission to transform lives and build a better Africa through skills, innovation, and opportunity.

Formerly established as *Genius Business College* in Springs, Gauteng, South Africa, the institution was founded on the belief that quality education should be a vehicle for personal growth and societal advancement. As the organization expanded in scope and vision, the brand evolved into **ThinkUp Academy** – a name that captures our bold, future-focused commitment to elevating learning across the continent.

Today, ThinkUp Academy serves diverse learners across Africa with flexible, practical training that equips them for work, business, and beyond.



To redefine global learning experiences through innovation, empowering individuals with skills and entrepreneurial tools to eliminate unemployment and transform Africa's future.



To deliver innovative and accessible education that equips learners with practical skills, fosters entrepreneurship, and creates sustainable solutions to unemployment, empowering communities across Africa and beyond.



Digital Marketing

Learn SEO, Social Media, Google Ads & more to grow any business online.

what you will learn

✓ SEO Optimization

Master search engine optimization techniques to improve website visibility and organic traffic.

✓ Social Media Marketing

Create effective campaigns across Facebook, Instagram, LinkedIn and other platforms.

✓ Google Ads & Analytics

Learn to create, manage, and optimize paid campaigns while tracking performance.

✓ Email Marketing

Build effective email campaigns that generate leads and nurture customer relationships.

✓ Content Strategy

Develop compelling content that engages audiences and supports business objectives.

✓ Conversion Optimization

Learn techniques to turn visitors into customers and maximize campaign ROI.

- **Duration:** 2 Months
 - **Format:** Online / In-Person
 - **Registration Fee:** K5000
 - **Cost:** MK60,000
 - **Start Date:** Ongoing Monthly Intakes
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Data Analysis

Learn Excel, Power BI & data-driven decision-making with hands-on projects.

what you will learn

✓ Excel for Data Analysis

Learn formulas, pivot tables, and dashboards to work with structured data efficiently.

✓ Power BI Dashboards

Create interactive business intelligence dashboards using Microsoft Power BI.

✓ Data Cleaning & Prep

Learn to clean, format, and organize raw data before analysis.

✓ Descriptive Statistics

Understand and apply statistical methods to summarize data insights.

✓ Data Visualization

Design meaningful charts and visuals that communicate your insights clearly.

✓ Real-World Projects

Work on practical datasets to solve business problems and present insights.

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Computer Literacy

Learn essential computer skills including typing, email, Microsoft Office & more.

what you will learn

✓ Basic Computer Operation

Get started with turning on/off a computer, navigating desktops, and using files and folders.

✓ Microsoft Word

Create, format, and print professional documents using MS Word.

✓ Microsoft Excel

Use Excel for basic calculations, tables, and formatting spreadsheets.

✓ Microsoft PowerPoint

Design slideshows and presentations with animations, transitions, and visuals.

✓ Microsoft Access

Understand basic database management, tables, forms, and reports using MS Access.

✓ Email & Internet Basics

Create and manage email accounts, browse safely, and use search engines effectively

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✓ Typing Skills

✓ Cyber Safety Basics



Website Design

Learn to build beautiful, responsive websites using WordPress, HTML & CSS.

what you will learn

✓ HTML & CSS Foundations

Understand the building blocks of web pages and how to structure and style them properly.

✓ WordPress Website Building

Build dynamic websites using WordPress and customize with plugins and themes.

✓ Responsive Design

Design websites that adapt seamlessly to mobile phones, tablets, and desktops.

✓ Using Elementor

Drag-and-drop custom page designs with Elementor – no coding required.

✓ Hosting & Domains

Learn how to set up hosting, register a domain, and launch your website live.

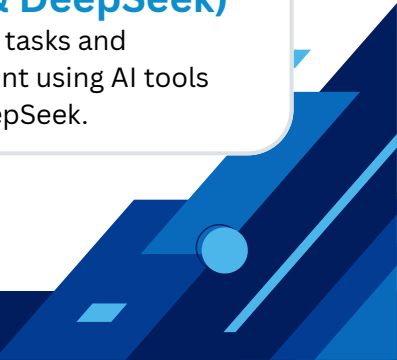
✓ Basic SEO & Speed Optimization

Optimize your site for visibility on Google and ensure it loads quickly.

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✓ Using AI Tools (ChatGPT & DeepSeek)

Speed up web design tasks and generate smart content using AI tools like ChatGPT and DeepSeek.





Graphic Design

Create flyers, logos & posters using Canva & Adobe Photoshop.

what you will learn

✓ Canva for Beginners

Learn to design social media posts, flyers, and banners using Canva's drag-and-drop tools.

✓ Adobe Photoshop Basics

Edit photos, create posters, and master layer-based design with Photoshop tools.

✓ AI-Assisted Design

Boost creativity using tools like ChatGPT & DeepSeek for content and image generation.

✓ Social Media Design

Create eye-catching Instagram, Facebook, and LinkedIn posts for personal or business use.

✓ Branding & Logo Design

Learn visual identity principles and design professional logos and brand kits.

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Entrepreneurship & Small Business

Learn how to start, manage, and grow a successful business with practical tools and strategies.



what you will learn

✓ The Entrepreneur

✓ Opportunity Recognition

✓ Starting a Business

✓ Business Operations

✓ Marketing & Sales

✓ Financial Management

- Duration: 2 Months
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Hardware & Software Repair

Learn how to start, manage, and grow a successful business with practical tools and strategies.



what you will learn

✓ PC Components & Assembly

- Identify internal & external components
- Motherboard, CPU, RAM, storage, PSU
- Safe disassembly and full PC assembly
- BIOS setup and configuration

✓ Operating Systems & Software

- Install Windows & Linux OS
- Disk partitioning & drivers
- Software installations & updates
- System restore & optimization tools

✓ Troubleshooting & Repairs

- Common hardware faults (no power, no display, overheating)
- Virus/malware removal
- Diagnostic tools & techniques
- Network setup & sharing

✓ Practical Projects & Data

- Data recovery & backup solutions
- Hands-on repair tasks
- Client support & reporting
- Final assessment & project

- **Duration: 1 Months**
- **Format: Online / In-Person**
- **Registration Fee: K5000**
- **Cost: MK70,000 /**
- **Start Date: Ongoing Monthly Intakes**



Introduction to AI Machine Learning

Discover how artificial intelligence and machine learning are shaping the future — no coding experience needed.

what you will learn

✓ What is AI?

Explore the history and evolution of Artificial Intelligence, its real-world applications, and how it's shaping various industries.

✓ Machine Learning Basics

Learn how machines learn through data, and grasp key ML concepts like algorithms, datasets, model training, and predictions.

✓ Ethics & Bias in AI

Understand the importance of fairness, privacy, and transparency in AI systems.

✓ Build a Simple AI Project

Apply what you've learned using drag-and-drop or no-code platforms like Google Teachable Machine to create your first smart app.

✓ Hands-On with AI Tools

Get introduced to popular and free AI tools like ChatGPT, Canva AI, Bing Copilot, Google Bard, and Pictory for AI content creation, design, and automation.

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Cybersecurity Basics

Protect your data, devices, and identity with essential cybersecurity knowledge for everyday use.

what you will learn

✓ Introduction to Cybersecurity

Understand the basics of cybersecurity, types of threats, and why protection is important in everyday life and work.

✓ Passwords, Devices & Networks

Learn how to create strong passwords, secure your devices, and protect home/office Wi-Fi networks from intrusions.

✓ Email Scams & Social Engineering

Identify phishing emails, scams, fake websites, and manipulative tactics that hackers use to steal your information.

✓ Safe Internet & AI Usage

Learn how to browse safely, use public Wi-Fi cautiously, and apply good habits when using AI tools like ChatGPT and other platforms.

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Basic Accounting & Bookkeeping

Understand finances, track transactions, and manage records with confidence.

what you will learn

✓ Introduction to Accounting

Understand the role of accounting, types of accounts, and key principles used to manage business finances.

✓ Bookkeeping Fundamentals

Create effective campaigns across Facebook, Instagram, LinkedIn and other platforms.

✓ Understanding Financial Statements

Read and prepare basic financial statements like the Income Statement, Balance Sheet, and Cash Flow Statement.

✓ Tools & Software for Bookkeeping

Get introduced to digital accounting tools like Wave, QuickBooks, or Excel to simplify bookkeeping tasks.

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Quickbooks

Master QuickBooks for invoicing, expense tracking, payroll, reporting, and more—perfect for small business owners & bookkeepers.

what you will learn

✓ Getting Started with QuickBooks

Learn how to set up your company, chart of accounts, and users in QuickBooks Desktop or Online.

✓ Managing Income & Expenses

Record sales, create invoices, accept payments, capture bills, and track business expenses effectively.

✓ Bank Reconciliation & Payroll

Connect bank accounts, reconcile transactions, and learn how to process payroll and manage employee records.

✓ Generating Financial Reports

Generate and interpret Profit & Loss reports, Balance Sheets, Tax Summaries, and other business insights.

- **Duration: 1 Week**
- **Format: Online / In-Person**
- **Registration Fee: K5000**
- **Cost: MK40,000**
- **Start Date: Ongoing Monthly Intakes**



START

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Basic Project Management

Master project planning, execution, and delivery with real-world tools and strategies.

what you will learn

✓ Project Fundamentals

Understand what a project is, the project lifecycle, and the key phases of a successful project.

✓ Planning & Scheduling

Learn how to create project scopes, set objectives, build timelines, assign tasks, and manage resources.

✓ Risk & Communication

Identify project risks, create mitigation plans, and manage communication among stakeholders effectively.

✓ Execution & Project Closure

Build effective email campaigns that generate leads and nurture customer relationships.

- **Duration: 2 Months**
- **Format: Online / In-Person**
- **Registration Fee: K5000**
- **Cost: MK40,000**
- **Start Date: Ongoing Monthly Intakes**



sage

Sage Line 50

Master Sage 50: Simplify bookkeeping, boost accuracy, and take control of your finances.

what you will learn

✓ Getting Started with Sage 50

Set up your company profile, chart of accounts, tax settings, and user permissions in Sage 50.

✓ Managing Sales & Purchases

Create invoices, record sales orders, process purchase orders, and manage customer and supplier accounts.

✓ Inventory & Stock Control

Track inventory levels, manage stock items, and generate reports to optimize purchasing and sales decisions.

✓ Financial Reporting & Analysis

Generate and analyze Profit & Loss statements, Balance Sheets, Cash Flow reports, and other business insights.

- **Duration:** 2 Months
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