



## **PROFILE OF ABRANTIE COLLEGE**

**MOTTO:** Pacesetter in the Creative Art Industry

**SLOGAN:** Knowledge is Power

### **BACKGROUND**

**Abrantie Group** was founded in November 1995 and is Headquartered on the Spintex Road, Greater Accra, to train (Hair Technology, Beauty Therapy, Cosmetology, Catering & Hospitality, Fashion Design and Media Studies), manufacture and market (hair & beauty care cosmetics, garments & accessories), for the general market and Abrantie Invest (Provide support to the needy but passionate industry learners).

### **VISION**

To be a world class institute with a niche, that will lead us in providing the creative arts industry with best products and spread our tentacles worldwide.

### **MISSION**

To provide first class grooming services to our clients and excellent education to our students that will impact the socio-economic development of the youth.

### **INSTITUTIONAL VALUES**

- Client Focused
- Excellence
- Industry Focused
- Timely & Accurate
- Trustworthy
- International

**The College** is a creative arts training institution based in Accra with campuses at Spintex and Sakumono. Since its inception in November 2007, it has produced over Ten thousand (10,000) practitioners across Ghana, West/Central/Southern Africa and overseas; now leading businesses or employed as product educators, culinary experts and facilitators, and fashion designers and facilitators. Some are Leading Industry Players working in various educational outfits and factories. We are celebrating 19 years of Creative Arts Excellence this year.

The school is also fully accredited by Ghana TVET Service (GTVETS), Ghana Education Service (GES) and Technical Exams Unit (TEU) and Commission for TVET. It is also professionally affiliated to GNAPVTI, GNAGM, PCABAG, ACSG and ASSI. **We are affiliated to Accra Technical University** which has given our students a smooth transition to the Technical University for further studies in HND and/or BTECH.

The Centre admits students without regard to race, religion, gender, age, educational background, nationality and the physically challenged. The college offers programs in 3 major categories and 5 departments. They include formal, non-formal and informal.

They are designed to meet students' needs to provide exactly what they expect and their career objectives.

As part of our training modality, we organize and also collaborate with institutions and organizations such as schools, churches, banks, markets, women groups, etc. to have outreach programs for our students.

Our students are trained by accredited and licensed facilitators as well as industry experts with experience and very abreast with modern trends.

**WORKPLACE EXPERIENCE LEARNING:** As part of our training, students are required to complete 3-to-6-month internship period after which they go through final assessment before graduation. Some of these workplaces include GTP, Chicken Republic, Labadi Beach, Deedew Foods, Afam Concept, just to mention a few. This is being done to give our students a feel of the job market. It helps boost their confidence and gives them exposure.

## **TRAINING CATEGORIES**

### **FORMAL**

This category consists of individuals who have completed Junior High School (JHS) or selected via School Selection Placement System and such students start from Term One (1) to Term nine (9) with full generics for 3 years leading to Tertiary education. However, students who have completed Senior High School (SHS) with a pass grade in WASSCE and its equivalent are admitted into the college for 2 years. These students after completion sit for national examination and proceed to the tertiary level as well.

### **NON-FORMAL**

This is designed for Junior High School (JHS) with average grade of results or a pass. The local language is blended with English language for clearer understanding of the course. This class enjoys 15% of theory and 85% demonstration taught in class and practice what they have learnt during internship in the industry.

## **INFORMAL**

Students are trained more on practical, thus they spend most of their time in the salon and production units. They are usually enlisted for proficiency exams of NVTI.

## **SKILL ENHANCEMENT**

These courses are designed for practitioners and those who aspire to gain a skill in Catering, Beauty, Hair and Fashion. These courses can be offered by corporate workers, tertiary students, SHS graduates, partially literate and even illiterates who have the passion to learn these skills. After their training, they are allowed 2-4 weeks internship in the salon or production unit to perfect what they have learnt.

## **OUR DEPARTMENTS**

### **COSMETOLOGY DEPARTMENT**

This department runs the following programs

- Hair Technology (training in hair care and its related services)
- Beauty Therapy (training in skin, nail care and its related services)
- Barbering (training in male grooming)

### **FASHION DESIGN AND TECHNOLOGY DEPARTMENT**

1. Dress making (training in female wear)
2. Men's Tailoring (training in men's wear)
3. Millinery and Accessories (training in dress accessories e.g. Hats, bags, beads etc.)
4. Illustration (Art & Design)

### **CATERING & HOSPITALITY DEPARTMENT**

1. Catering (Cookery, Pastries (Baking), Sugarcraft, Food Production etc.)
2. Decorations (interior, table set ups, flower arrangements etc.)
3. Hospitality (Business management, Event Management, Event Planning, Hotel & Catering operations etc.)

### **MEDIA STUDIES & MANAGEMENT**

1. Directing
2. Journalism
3. Cinematography, etc.

## DURATIONS

CATEGORY	DURATION			
	FORMAL	3 years 8 Terms	Foundation	Cert I
14 months Term 1 - 4			8 Months Term 5 & 6	6 months Term 7 & 8
NON-FORMAL / INFORMAL	2 years 6 Terms	Proficiency I	Proficiency II	
		14 months 1 – 4 Terms	8 months 5&6 - Terms	
<b>SKILL ENHANCEMENT (SHORT COURSES) – WEEK DAYS AND WEEKENDS</b>				

## ACHIEVEMENTS

Over the years we have attained several achievements and Awards:

We have trained over 10,000 students (Local and International) from 2007 to date. We have a public speaking and practical assessment called **ABRANTIE RUNWAY SHOW** that allows students to explore and present their creativity and innovations to the public.

Achievements and Awards are listed below:

- Products Endorsement and activation
- Formularizing Cosmetology
- Awards
  - ❖ OFFICIAL OPENING – 2007
  - ❖ WINNER – INTER COLLEGE COMPETITION – 2008
  - ❖ WINNER – INTER COLLEGE COMPETITION – 2009
  - ❖ BEST VOCATIONAL SCHOOL OF THE YEAR – 2011
  - ❖ INDIGENOUS AFRICAN BRAND – 2014
  - ❖ MOST RESPECTED CEO – 2019
  - ❖ OUTSTANDING CREATIVE ARTS INSTITUTION – 2020
  - ❖ GALLANT MAN IN BEAUTY – 2020
  - ❖ FASHION TECHNOLOGY BARON – 2021
  - ❖ OUTSTANDING BEAUTY EDUCATION – 2021
  - ❖ BEST BEAUTY SCHOOL OF THE YEAR – 2021
  - ❖ GHANA BUSINESS STANDARD AWARD FOR CREATIVE ARTS – 2021
  - ❖ CREATIVE ART INSTITUTION OF THE YEAR – 2022

- ❖ MERITORIOUS AWARD – 2022
- ❖ BEAUTY SCHOOL OF THE YEAR – 2022
- ❖ FASHION SCHOOL OF THE YEAR – 2022
- ❖ CREATIVE ARTS SCHOOL OF THE YEAR – 2025
- ❖ BEST CUSTOMER SERVICE EXPERIENCE OF THE YEAR – 2025
- ❖ BEAUTY SCHOOL OF THE YEAR – 2025

We are located at:

- Main Campus: WBHA 152, Baatsona Crescent, Spintex Road. 230 meters behind Ecobank, Kotobabi Junction.
- Fashion Campus: Sakumono Estates, right opposite the Gas filling Station on the Klagon - Ashaiman road

Post Office Address: P. O. Box CS 8867, Tema, Ghana.

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