

MUSIC FOR THE INTELLIGENT MIND® (MIM)

Franchising Information & Guidelines

(valid from 2017 – 2018)



MUSIC FOR THE INTELLIGENT MIND® (MIM)



The Music for the Intelligent Mind® course is set up with a unique music teaching method especially for pre-school age. The course aims to provide a holistic music education by engaging the multi-sensory experiences and using brain-based concepts to ensure fun and enjoyment in the midst of high quality music training. With a carefully planned syllabus, we gradually guide students from a tender age of 4 months to the age of 7 to explore the richness and excitement of music through interesting play, activities and musical games.

It was first launched in the year of 2002 in Singapore, wholly owned by Seimpi School of Music (Seimpi Education). It has achieved success immediately in that year. Since then, not only is it conducted in Seimpi centres, there are over 70 childcares and kindergartens in Singapore, Malaysia and Indonesia adopting this course as part of their core program or as enrichment programs.

In the year of 2011, the world renowned examination board, the London College of Music (LCME) has set up an assessment framework together with Seimpi Education to award children who have successfully completed The Music for the Intelligent Mind® level 1, 2 and 3. The Music for the Intelligent Mind® teachers have the opportunities to work with LCME to become the assessor of this program. It has thus created a rewarding professional pathway for The Music for the Intelligent Mind® teachers who excel in their work to be recognized internationally.



Music For The Intelligent Mind® Syllabus

Syllabus Introduction

The Music for the Intelligent Mind® teachers strive to give a holistic music education to young children, maximizing every child's music potential and effectively utilizing the systematic and structured syllabus to give every child a solid start in music. The training is divided into 3 levels according to the needs of the syllabus. The syllabus aims to provide all rounded training to a young child, such as eye training, speed reading, memory training and other essential trainings like perceptual skills, motor skills, focus building. Its syllabus accommodates and understands the needs of different age group from young infant until primary school age. It has a certain flexibility in the usage of similar materials for children of different age group, but a Music for the Intelligent Mind® teacher understands the differences of the approaches and teaching concepts when teaching different age groups.

Syllabus aims

The carefully planned syllabus intends to provide:

- I. A progressive and unified curriculum, enabling the teachers, parents and students to plan to obtain the objectives and targets set by The Music for the Intelligent Mind® courses
- II. Enhanced ability in acquiring discipline in the early years, through the study of music and self expression in performance
- III. To help The Music for the Intelligent Mind® teachers and parents to plan for effective ways to nurture and cultivate the love of music, which will lead to a lifelong passion and interest in music
- IV. Opportunities to students to develop an understanding of performance arts, to create joy and appreciation from the perspective of both participants and spectators

London College of Music (LCME) - The Music for the Intelligent Mind® Assessment

In order to maintain a high quality of teaching of this course, an assessment framework has been set up, with the support of the reputable London College of Music Examinations Board (LCME). Children are assessed in three levels, namely the The Music for the Intelligent Mind® Level 1, The Music for the Intelligent Mind® Level 2 and The Music for the Intelligent Mind® Level 3. LCME will appoint the assessors and all certificates will be issued by LCME. The certificates will only be granted to children who have successfully passed all assessment modules, with applications entered by a certified licensed teacher of The Music for the Intelligent Mind®.

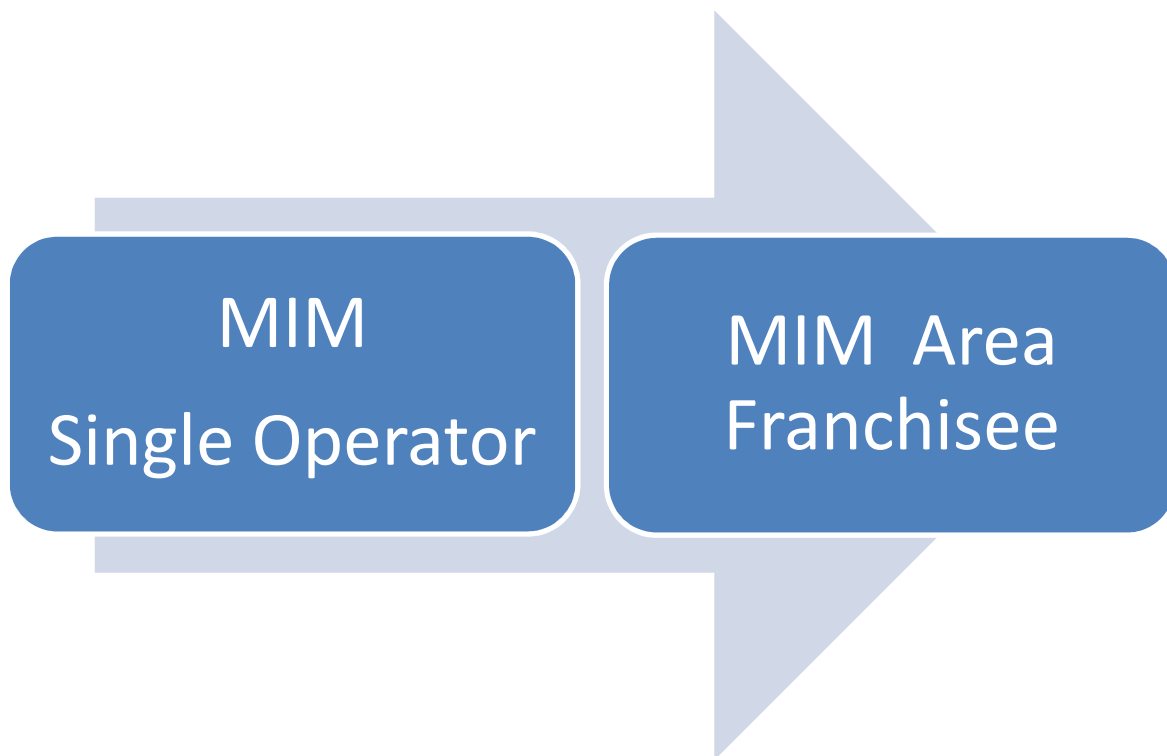
London College of Music Examinations (LCME) is a UK government (OFQUAL) accredited examination board within a British university (University of West London) and is an internationally recognized Music Examinations Board. It is also recognized by the Ministry of Education (MOE) in most countries.

Benefits of being a Music for the Intelligent Mind® franchisee

- ✓ Effective Teaching method that is practical, suitable for Asian students
- ✓ Benefits from upgrading workshops & seminars or online courses
- ✓ Exciting and rewarding career advancement
- ✓ Profits in sales of The Music for the Intelligent Mind® Materials
- ✓ Be part of an international organization
- ✓ Opportunities to run a successful educational business

Overview of The Music for the Intelligent Mind® Franchising Structure and Progression

Below is a diagram of a summary of the structure of The Music for the Intelligent Mind® Franchising system:



A summary of the requirements and benefits on the attainment of different level of Music for the Intelligent Mind® franchisee's status:

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The Music for the Intelligent Mind® Single Operator

Pre-requisites:

Practical and theory grade 5 from any British/Australian Examination Board

Requirement:

- Single operators must get trained to conduct classes themselves
- 18 hours (3 consecutive days) of initial training
- At least a 3 hours' upgrading training annually (through online interaction/with presence of trainer)
- Pay an initial training fee
- Pay a subscription fee after the first year

Benefits:

- I. Acquiring a qualification to teach Music for the Intelligent Mind® (MIM) courses at home, private music centres, childcares and kindergartens.
- II. Can set up own MIM centre (MIM Single Operator needs to seek approval for areas that are bought over by MIM Area Franchisee)
- III. Constant supervision through online interaction to ensure the success of MIM lessons.
- IV. Enjoy a 20% discount of every purchase of The Music for the Intelligent Mind® materials.
- V. MIM Single Operator has the opportunity to be trained as MIM Assessor/Master Trainer



Prof John Howard, Director of Examinations LCME and Ms Flora Lim Principal of Seimpi School of Music and Founder of MIM®

“ The London College of Music Examinations Board recognizes Seimpi School of Music as an industry leader in pre-school music education. We support and endorse their early childhood music program that aims to nurture and inspire pre-school children through music education, in a positive and encouraging manner.

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Prof. John Howard
Director of Examinations,
London College of Music Examinations



The Music for the Intelligent Mind® (MIM) Area Franchisee

Who should apply?

- Business owners who wish to set up centres and buy the rights of an area

Sponsored Teachers

- It is not compulsory for the director of Corporate Franchisees to be trained to conduct classes themselves
- MIM Area Franchisee can hire teachers to be trained as MIM sponsored teachers

Training for Sponsored Teachers

- 18 hours (3 consecutive days) of initial training
- At least a 3 hours' upgrading training annually (through online interaction/with presence of trainer)
- Constant supervision through online interaction to ensure the success of MIM lessons.

Royalty

- Payable to Franchisor from gross turnover

Teaching Materials

- All teaching materials for sales are purchased from the Franchisor. Area Franchisees are entitled to a higher discount of the gross sales

AN OPPORTUNITY TO OWN A SUCCESSFUL EDUCATIONAL BUSINESS

The success of The Music for the Intelligent Mind® in Singapore has prompted a lot of interests from this region. The unique syllabus not only brings a breath of fresh air in the music education industry, it also shows that any local educational business that has a well thought business strategy will gain success in the international arena. The Music for the Intelligent Mind® franchised centers will get professional support from The Music for the Intelligent Mind® management team in terms of its administrative, marketing and promotion, recruitment of teachers and students matters.

There also will be support from the management team in the search of qualified The Music for the Intelligent Mind® teachers. In addition, franchised centers have the opportunities to be The Music for the Intelligent Mind® assessment centers and the place for the transactions of the sales of The Music for the Intelligent Mind® materials.

MIM Single Operator or Area Franchisees have the opportunities to expand to offer more courses like the followings

✓ **MIM English Speech and Drama**

✓ **MIM English courses (based on Singapore Ministry of Education syllabus)**

✓ **MIM Musical Theatre courses**

✓ **MIM Dance courses for pre-schoolers**

✓ **Diploma in Early Childhood Music Teaching**

✓ **Other relevant courses in music and arts administration**

The Music for the Intelligent Mind® Training Materials

Apart from training, Trainees are provided the following:

- ❖ A comprehensive training book which contain more than 120 ideas in music activities unique to The Music for the Intelligent Mind® teaching concept.
- ❖ Sample lesson plans and course structure to assist trainees in coping with the teaching of different age groups.
- ❖ Certain teaching aids are included to ease trainees' initial effort in making suitable teaching aids.
- ❖ A set of The Music for the Intelligent Mind® books and CDs in conjunction with the training level
- ❖ Guidance in printing MIM Flashcards

Registration Procedure & Training Fees

All applications must be accompanied by an application form which can be obtained from local representative

Accepted applicants will be notified by email or by mail. Further instructions on the training schedule, full payment of the franchising fee and the signing of a franchising agreement will be given.

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