

MUSIC ACADEMY

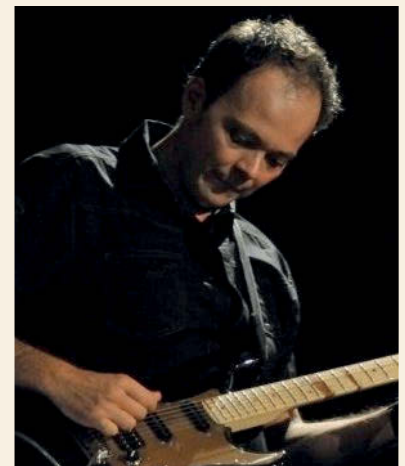
Music Production and Dance Academy

Edexcel International Centre

CASE STUDY

About MUSIC ACADEMY

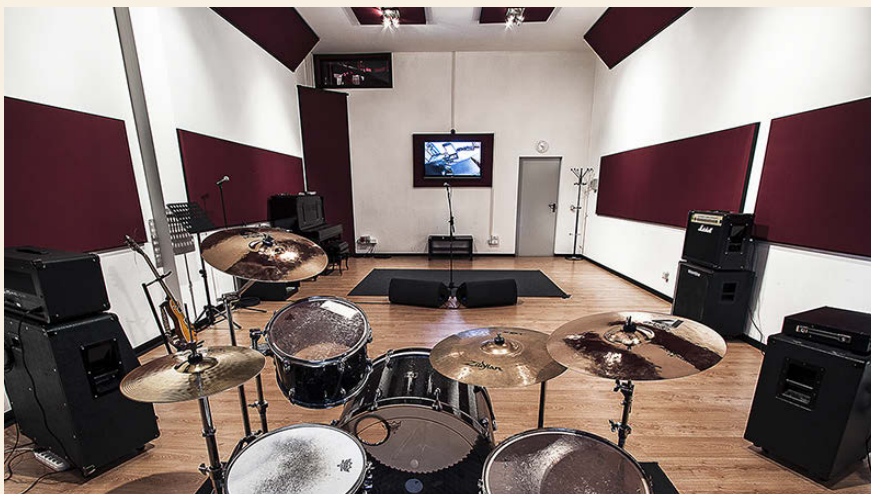
Music Academy is a unique and innovative Edexcel International centre, offering BTEC National and Higher National programmes in Music Production and Performing Arts. MA prides itself on its modern teaching techniques and visionary approach to music production and dance, an approach that has helped MA establish itself as the hub for a network of 16 affiliate centres across Italy.



“Founded on international experience, and thanks to our great facilities, and the professionalism of our staff, MA has become a top choice for Italian students in recent years.”

- Massimiliano Magagni,
Co-founder, MUSIC ACADEMY

Key Facts & Figures	
City and country	Bologna, Italy
Established	1999
Edexcel centre since	2010
Student numbers	400 (+1,000 affiliate students)
Annual average growth	10%
Average HND annual fee	€3,500
Average ND annual fee	€1,800
Edexcel registrations in 2010	150
Graduate employment output	80%



MA prides itself on its facilities, which cover almost 1500 square meters, and include: professional classrooms; rehearsal rooms; recording studios; dance rooms and the heart of the structure, MA’s stunning auditorium.

Key to Music Academy's success:

- ✓ Ideal geographic location: Bologna was appointed the status of City of Music by UNESCO in 2006, and is highly accessible for students
- ✓ Developing a nationwide network of 16 affiliate centres by working with high-quality affiliate centres across Italy. This allows students to study in the location that suits them, but benefit from the same high standards
- ✓ Developing strong links with employers from across the music industry, including: Fender, Live Works, Orange, Ampeg, Digitech, and Pop Rock Festival.
- ✓ Working with respected universities such as Middlesex University and Essex University as an 'Institutional Approved Centre', enabling Music Academy to offer the Bachelor of Arts (Level 6) Diploma.
- ✓ Giving students the chance to showcase their work live and on international record releases and compilations such as TALENT ONLY, through CSA (Artist development centre) and their record label: Nott Records.
- ✓ Engaging with electronic media to provide students with a brand new online portal, featuring electronic curricula, and video lessons
- ✓ Demonstrations from some of the biggest names in world music including Billy Cobham, Gregg Bissonette, John Petrucci, Billy Sheehan, Howard Jones, Ian Paice and countless others.

Where does Edexcel come in?

MUSIC ACADEMY delivers the following Edexcel BTEC qualifications:

- Music Level 3 BTEC National Diploma
- Music Technology Level 3 BTEC National Diploma
- Performing Arts (Dance) Level 3 BTEC National Diploma
- Performing Arts Level 3 BTEC National Diploma
- Performing Arts Level 5 BTEC Higher National Diploma
- Music Production Level 5 BTEC Higher National Diploma
- Music Performance Level 5 BTEC Higher National Diploma

With 150 registrations last year, MA generates revenue in excess of €350,000 from Edexcel BTEC qualifications alone.



What next for Music Academy?

- Becoming an Edexcel International Centre for Excellence.
- Developing further university links in Italy and in the UK, to offer students a rich variety of progression routes through Music Academy
- Developing non-EU international links to recruit more students via agent network.
- Creating a new online radio channel, to promote MA events, and showcase student talent.
- Continuing the development of the new video music portal, to provide world-class virtual support for students.
- Creating an European franchising network.

Contacts for partnership development

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