



Franchising

MGMT 4306 Spring 2019



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Class Hours: MW 9:00 -10:20 a.m.

COBA Room 329

Office Hours: TR 8:00 -11:45 a.m.

Required Textbook:

Franchising: An Entrepreneur's Guide. 4th Edition, by Richard J. Judd and Robert T. Justis.

ISBN: 9780759367050

Welcome to the undergraduate Franchising Course. Official information for MGMT 4306, including many grades, will be posted on Blackboard. You are responsible for reading and responding to Blackboard "Announcements", "Assignments", and any other information concerning this course - check your Blackboard account daily!

Course description (*From Goldmine*)

Franchising investigates the advantages and potential risks that must be considered before making an investment in a franchise business. There is particular emphasis on the discovery and evaluation of the franchisor and the feasibility of entrepreneurs converting an existing business into a franchise chain or creating and selling new business concepts.

Objectives:

At the completion of this course students will be able to:

1. Describe the overall structure and operation of a franchise.
2. Describe the process of starting a franchise as a franchisor.
3. Describe the process of obtaining a franchise by becoming a franchisee.
4. Understand how franchising may be used as a business growth opportunity.
5. Examine the roles franchisors and franchisees play in making a franchise successful.
6. Analyze and evaluate domestic and international markets for potential franchising opportunities.

Prerequisite: MGMT 3303

Lectures

Important material from the textbook, reference books, and case studies will be covered in class. You should plan to read a lot and take careful notes. Discussion is strongly encouraged about the topics being covered.

Regular Exams

There will be 3 regular, non-comprehensive exams that cover class materials and chapters in the textbook taught up to the date of the last class before the exam. A regular exam must be completed within 60 minutes. On examination class days, you **MUST** come to class prepared with SCANTRON forms, an electronic calculator, and writing materials for taking an exam. These materials will not be provided to you, cannot be shared, and you cannot leave and reenter the classroom, once an exam has begun. **There are no make-up exams.** In a specific, extremely extenuating and **pre-coordinated** case, an **all-essay** make-up exam may be arranged at the discretion of the Professor.



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Grading Policy:

10 %	First Regular Exam	A = numerical grade ≥ 90
15 %	Second Regular Exam	B = $80 \leq$ numerical grade < 90
15 %	Third Regular Exam	C = $70 \leq$ numerical grade < 80
10 %	Final Presentation	D = $60 \leq$ numerical grade < 70
5 %	Attendance and Punctuality	F = numerical grade < 60
25%	Project	
20 %	Homework and Quizzes	

Project

There will be a written class project/presentation requirement. Project assignments will be determined before the end of the second week of classes. Each student is expected to contribute equally throughout the class towards the project.

COURSE POLICIES

1. Electronic Devices

All electronic devices (cell phones, laptops, tablets, camera containing devices, etc.) should be completely turned off in class and should not be in the hands of students at any time during class. The Professor reserves the right to temporarily confiscate electronic devices owned by students when electronic devices create distractions or disruptions. There will be absolutely no texting, phone calls, or social media interaction during class. All students are expected and required to comply. Keep in mind that adherence to this policy is part of your participation grade, and will be worth 5% of your overall grade.

2. Academic Integrity

Cheating is unethical and unacceptable. Using information or original wording in a paper or assignment without giving credit to the source of that information or wording is **plagiarism**, and is absolutely unacceptable. Do not submit work under your name that you did not do yourself. You may not submit work for this class that you did for another class. If you are found to be cheating or plagiarizing, you will be subject to disciplinary action, per UTEP catalog policy. Refer to <https://www.utep.edu/student-affairs/osccr/student-conduct/academic-integrity.html> for further information.

3. Attendance and Punctuality

Attendance is valued in this class, just as it is in the workplace. Being absent or late to class sends a negative message to the Professor, just like it does to an employer, manager, or customer. You cannot make a contribution to class discussion when you are not present. Please keep in mind that missing 1 class is equivalent to missing 5 days of work.

Class attendance is required and expected. Exam and quiz material will be partially based on lectures, therefore you are responsible for all material covered in class. Please arrive on time and take your seat quickly and quietly. Arriving late hinders all students and is considered disruptive to everyone in class.

Please keep in mind this University policy on attendance: “When in the judgment of the instructor, a student has been absent to such a degree as to impair his or her status relative to credit for the course, the instructor can drop the student from the class with a W before the course drop deadline or with a grade of F after the course drop deadline.” The instructor reserves the right to raise or lower student’s grade based on the quality and quantity of the student’s participation.



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4. Homework

There will generally be one homework assignment given every other week for the entire semester, taken from material previously covered in class. Please note that you should complete and turn in homework **exclusively through Blackboard**. Homework will not be accepted via hardcopy, email, or text messages and cannot be turned in after its due date. If you expect to miss class, make sure you will be able to do the homework before its due date. No late assignments will be accepted. Unless specifically stated otherwise in a homework assignment, all homework is a strictly individual and non-collaborative task.

5. Quizzes

There will generally be one reading quiz due every other week, taken from textbook material that will be covered in the week to follow. These reading quizzes are structured to compel and reward you for reading ahead in the text in preparation for upcoming lectures. Reading quizzes will be administered through Blackboard and generally be on Mondays for the entire semester. Reading quizzes will usually cover two chapters.

6. Need for Assistance

If you have a disability and need classroom accommodations, please contact The Center for Accommodations and Support Services (CASS) at 747-5148, or by email to cass@utep.edu, or visit their office located in UTEP Union East, Room 106. For additional information, please visit the Center for Accommodations and Support Service (CASS) website at <https://www.utep.edu/student-affairs/cass/>

7. Other Student Services

University Writing Center: <http://uwc.utep.edu/index.php>

Sexual Harassment Guide for students: <http://admin.utep.edu/Default.aspx?tabid=43881>

University Counseling Center: <https://www.utep.edu/student-affairs/counsel/>, 747-5302, 202 Union West; walk-ins encouraged.

Student Health and Wellness Center: <https://www.utep.edu/chs/shc/>, 747-5624. Many services free to students paid for through student health fee.

Student Engagement and Leadership Center: <https://www.utep.edu/student-affairs/selc/>, 106 Union West, 747-5670. Includes study space with workstations; family friendly room with lactation space.

University Career Center: <https://www.utep.edu/student-affairs/careers/>, 103 Union West, 747-5640.

Mine Tracker: <https://minetracker.utep.edu/>. Events, news and organizations.

8. Campus Carry:

Persons who hold a Concealed Handgun License can lawfully carry their gun into a UTEP classroom as long as it remains concealed. Open carry remains prohibited on campus. Should you feel someone is intentionally displaying a gun (or any other weapon for that matter), do not hesitate to call Campus Police (ext. 5611) or 911. For information on campus concealed carry, see <https://www.utep.edu/campuscarry/>.

For more information on overall campus safety, see:

<https://www.utep.edu/student-affairs/dean-of-students-office/student-safety/emergency-response/index.html>.



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Please note that the GBC is a designated **Campus Carry Exclusion Zone** – a property leased by the University which has existing tenant leases *prohibiting weapons*. For more on Exclusion Zones see: <https://www.utep.edu/campuscarry/exclusion-zones/index.html>

9. Student Responsibility

Individual students must operate with integrity in their dealings with faculty and other students; engage learning materials with appropriate attention and dedication; maintain engagement when challenged by difficult learning activities; contribute to the learning of others; and perform to standards set by the faculty.

Note: This is a tentative syllabus and the Professor reserves the right to make appropriate changes.

See Detailed Class Outline on Next Page!



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Class Hours: MW 9:00 – 10:20 a.m.

COBA Room 329

Detailed Course Outline:

Week	Day	Date	Subject	Discussion	HW
1	Mon	Jan 21	No Class	Martin Luther King Holiday	
	Wed	Jan 23	Intro, Syllabus	Class Introduction, Syllabus Details	
2	Mon	Jan 28	Before We Start the Book Reading Quiz 1	God's Eye View of Franchising Chapters 1, 2 on Blackboard	#1, Intro Essay
	Wed	Jan 30	Chapter 1	Franchising History and Overview	
3	Mon	Feb 4	Class Project Reading Quiz 2	Assign and Discuss Class Project Chapters 3, 4 on Blackboard	
	Wed	Feb 6	Chapter 2	Recognizing Franchising Opportunities	
4	Mon	Feb 11	Chapter 3	The Franchising Business Plan Franchise Business Plan Example	#2, Project Selections
	Wed	Feb 13	Business Modeling	Business Model Canvas Business Model Canvas Example	
5	Mon	Feb 18	Chapter 4 Reading Quiz 3	Franchisor Management: Organization and Administrative Policy. Chapters 5, 6 on Blackboard	
	Wed	Feb 20	Exam 1	One hour exam, Chapters 1–4.	
8	Mon	Feb 25	In-Class Activity	Business Leadership Exercise	#3, Project Progress 1
	Wed	Feb 27	Chapter 5	Franchise Marketing	
9	Mon	Mar 4	Chapter 6 Reading Quiz 4	Selling Research Chapters 7, 8 on Blackboard	
	Wed	Mar 6	In-Class Activity	Business Leadership Exercise	
10	Mon	Mar 11	Chapter 7	Co-Branding	#4, Project Progress 2
	Wed	Mar 13	Chapter 8	Franchise Operations	
11	Mon	Mar 18	No Class	Spring Break	
	Wed	Mar 20	No Class	Spring Break	
12	Mon	Mar 25	Exam 2	One hour exam, Chapters 5-8	
	Wed	Mar 27	Guest Speaker Reading Quiz 5	Distinguished Local Franchise Owner Chapters 9, 10 on Blackboard	#5, Guest Speaker Essay
13	Mon	Apr 1	Chapter 9	Location/Site Selection	
	Wed	Apr 3	Chapter 10	Financials	
14	Mon	Apr 8	Chapter 10 Activity Reading Quiz 6	Financials example problem Chapters 11, 12 on Blackboard	#6, Project Progress 3
	Wed	Apr 10	Chapter 11	Fiscal Planning	



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15	Mon	Apr 15	Chapter 12 Reading Quiz 7	IT Systems in Franchising Chapter 15 on Blackboard	
	Wed	Apr 17	Chapter 15	Investigating Franchise Opportunities	
16	Mon	Apr 22	FTC Rule 436 Reading Quiz 8	Closer look at updates to FTC Rule 436 Sample Franchisor FDD Chapter 15 Cases and FTC Rule 436	Project Papers Due!
	Wed	Apr 24	In-Class Activity	Business Leadership Exercise	
17	Mon	Apr 29	Exam 3	One hour Exam, covers Ch. 9-12, 15.	
	Wed	May 1	Class Wrap-Up	Possible Discussion on Corporate Social Responsibility.	
18	Mon	May 6	Final Presentations	Final Project Presentations – Group 1	ALL Presentations Due!
	Wed	May 8	Final Presentations	Final Project Presentations – Group 2	
19	Wed	May 15	Final Exam 10:00am-12:45pm	Final Project Presentation will count as "Final"	