



# Franchising

## MGMT 4306 Summer 2024



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**Class Hours:** MTWRF 11:40 a.m. – 1:50 p.m.

**COBA Room 329**

**Office Hours:** TR 10:00 – 11:30 a.m.

### Required Textbook:

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

ISBN: 9780759367050

This textbook is an older edition, though it is still one of the most complete and definitive texts on this topic. It is out of print by the original publisher, so there will be no need to purchase a textbook. Digital copies of the text will be checked out to you for your use during the course. **To receive your final grade you must check your textbook copy back in to the instructor.**

Welcome to the undergraduate Franchising course. Official information for MGMT 4306, including grades, will be posted on Blackboard. You are responsible for reading and responding to Blackboard “Announcements”, “Assignments”, “Assessments”, 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. Define 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, references, case studies, multimedia sources, and homework problem examples will be covered in class lectures. The detailed class outline at the end of this syllabus shows you exactly what activity and book chapters will be covered during each session of the entire semester. You should plan to read a lot and take careful lecture notes. Discussion and engagement with your classmates is strongly encouraged about the topics being covered, both in class and through discussion boards.



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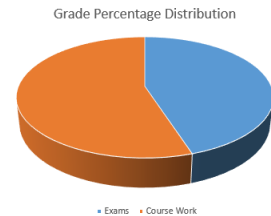
### Regular Exams

There will be three regular, non-comprehensive exams that cover class materials and chapters in the textbook and other materials, taught up to the date of the last class before the exam. Exams will be administered electronically **in class or in a COBA Computer Lab**, through Blackboard. You must use Respondus Lockdown Browser to take exams, and have a working webcam and microphone on the computer you are using. You will have 60 minutes to take exams. If you have some kind of problem with your computer or Internet connection, your answers will be saved, and you'll have plenty of time to restart and reenter the exam. You must complete the exam within 60 minutes of the time you started it, including any interruptions. Exams must be taken in class or in a Lab, **in person**. Exams will not be available remotely – no exceptions! **There are no make-up exams.**

### Grading Policy:

- 15 % First Regular Exam
- 15 % Second Regular Exam
- 15 % Third Regular Exam
- 10 % Final Presentation
- 10 % Attendance and Punctuality
- 20 % Project
- 15 % Homework and Quizzes

- A** = numerical grade  $\geq 90$
- B** =  $80 \leq$  numerical grade  $< 90$
- C** =  $70 \leq$  numerical grade  $< 80$
- D** =  $60 \leq$  numerical grade  $< 70$
- F** = numerical grade  $< 60$



### Project

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

### How we will Communicate

I will communicate with you through Blackboard announcements, global emails sent to the whole class and office hours either in-person or virtual. The best way to communicate directly with me is via email to [mngarcia4@utep.edu](mailto:mngarcia4@utep.edu). I teach many classes and have many students, so please identify your **course number** and a **message topic** clearly in the Subject line of your email. A good example email Subject line would be:

Subject: MGMT 4306 – Question about Exam 1 Grades

If you do not include this information in the Subject line of your message, it may significantly delay my response. I will do my best get back to you within 1 business day.

### Netiquette Guidelines:

Netiquette is a set of rules for behaving properly online. We must establish and maintain a safe online learning environment. All opinions and experiences, no matter how different or controversial they may be perceived, must be respected in a tolerant spirit of academic discourse. You are encouraged to comment, question, or critique an idea but you are not to dismiss or attack any individual. Working as a community of learners, we will build a polite and respectful course community.

The following netiquette tips will enhance the learning experience for everyone in this course:

- Do not dominate any discussion.
- Give other students the opportunity to join in the discussion.
- Do not use offensive language. Present ideas appropriately and professionally.



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- Be cautious in using Internet language. For example, do not capitalize all letters since this suggests shouting. Popular emoticons, such as 😊, can be helpful to convey your tone but do not overuse.
- Avoid using vernacular or slang language. This could possibly lead to misinterpretation.
- Never make fun of someone's ability to read or write.
- Share tips with other students.
- Keep an "open-mind" and be willing to express even your minority opinion. Minority opinions will be respected.
- Think, pause, and edit before you push the "Send" button.
- Do not hesitate to ask for feedback.
- Be careful using humor – your perception of what is funny may be different from someone else's.

### COURSE POLICIES

#### 1. Electronic Devices

All electronic devices (cell phones, tablets, camera containing devices, etc.) should be completely turned off during exams and should not be in the hands of students at any time during an exam. There will be absolutely no texting, phone calls, or social media interaction during class or exams. Such activity will be captured and recorded by Respondus Monitor and will constitute grounds for disqualifying an exam attempt, resulting in a grade of zero.

#### 2. Academic Integrity

Cheating is unethical and unacceptable. Using information or original wording in a paper, assignment or discussion board 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 as it does to an employer, manager, or customer. You cannot contribute to the class if 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 substantially 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.

#### 4. Homework

There will generally be one homework assignment for each text chapter, 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 be out-of-pocket, 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, non-group, non-collaborative task.

#### 5. Quizzes

There will generally be one short reading quiz for each text chapter, taken from material that will be covered in the days to follow. These reading quizzes are structured to compel and reward you for reading



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ahead in the text in preparation for upcoming lectures. Reading quizzes will be administered through Blackboard.

### 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](mailto: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: <https://www.utep.edu/titleix/Filing-a-Complaint.html>

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 student 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-emergency/index.html>

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.

Please see detailed class outline, beginning on the following page. It is a good idea to print this outline, double-sided, on a single page, and carry it with you at all times so you'll know what we are going to be doing on a particular day in class. Please note that all the exams are pre-scheduled on very specific dates that cannot change – so plan your personal activity accordingly and well in advance, **as there are no makeup exams, and late work is not accepted.**



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**Class Hours: MTWRF 11:40a.m. – 1:50 p.m.**

**COBA Room 329**

### Detailed Course Outline:

WEEK	DAY	DATE	SUBJECT	TOPIC	HW
1	Mon	Jun 10	Intro, Syllabus Chapter 1	Franchising History and Overview	
	Tue	Jun 11	Chapter 1 Chapter 2 <b>Reading Quiz 1</b>	Recognizing Franchising Opportunities Chapters 1, 2 on Blackboard	
	Wed	Jun 12	Chapter 2 Chapter 3	Assign Class Project! The Franchising Business Plan	
	Thurs	Jun 13	Chapter 3 Chapter 4 <b>Reading Quiz 2</b>	Franchisor Management: Organization/Administrative Policy. Chapters 3, 4 on Blackboard	
	Fri	Jun 14	<b>Exam #1</b> Chapter 5	One-hour exam, Chapters 1–4. The Franchising Market Process	
2	Mon	Jun 17	Chapter 6	Selling and Marketing Research	
	Tue	Jun 18	Chapter 7	Co-Branding	
	Wed	Jun 19	<b>No Class</b> <b>Reading Quiz 3</b>	<b>UTEP closed for Juneteenth Holiday</b> Chapters 5, 6 on Blackboard	
	Thurs	Jun 20	Hands-On Activity	Negotiation Exercise	
	Fri	Jun 21	Chapter 8 <b>Reading Quiz 4</b>	Managing the Franchisor's Operations Process Chapters 7, 8 on Blackboard	
3	Mon	Jun 24	Chapter 9 Chapter 10	Location and Site Selection Accounting and Financial Statements:	
	Tue	Jun 25	Chapter 11	Financials and Fiscal Planning.	
	Wed	Jun 26	<b>Exam #2</b> Chapter 12 <b>Reading Quiz 5</b>	One-hour exam, Chapters 5-8. Information Systems in Franchising Chapters 9, 10 on Blackboard	
	Thurs	Jun 27	Chapter 13 <b>Special Guests</b>	Franchise Legal Documents <b>Sonny Patel, Octavio Portillo - Franchisees</b>	
	Fri	Jun 28	Chapter 14 <b>Reading Quiz 6</b>	Trademarks, Copyrights, Patents, Trade Secrets	
4	Mon	Jul 1	Chapter 15	Investigating Franchise Opportunities	
	Tue	Jul 2	Chapter 16,17 Chapter 18,19 <b>Reading Quiz 7</b>	Managing the Franchisee Business, <b>Projects due!</b> The Franchising Relationship	
	Wed	Jul 3	Chapter 20,21	Support Services, CSR and Business Ethics	
	Thurs	Jul 4	<b>No Class</b> <b>Reading Quiz 8</b>	<b>UTEP closed for July 4<sup>th</sup> Holiday</b> Chapter 15 on Blackboard	
	Fri	Jul 5	<b>Exam #3</b>	One hour Exam, Ch. 9-12, 15, + selected Comprehensive questions from Exams #1, & #2 <b>Class Complete</b>	



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### Summer 2024 Academic Calendar

<b>Apr 1st</b>	Summer Registration Begins
<b>May 30th</b>	Last Day to Clear Students on Suspension/Probation as well as those with Insufficient Prerequisites
<b>May 31st</b>	Drops for Students with Unsatisfactory Academic Standing, Insufficient Prerequisites, and Prior Grades of C in the Course
<b>June 3rd</b>	Financial Aid is Disbursed
<b>June 10th</b>	Summer I & Full Term classes begin
<b>June 12th</b>	Summer I Census Day; Last Day to Register for Summer I; Summer I Payment Deadline
<b>June 17th</b>	Summer Full Term Census Day; Last day to register for Summer Full term; Summer Full term payment deadline
<b>June 19th</b>	Juneteenth Holiday - University Closed
<b>July 1st</b>	Summer I Drop/Withdrawal Deadline Note: Student-initiated drops are permitted after this date, but the student is not guaranteed a grade of W. The faculty member of record will issue a grade of either W or F.
<b>July 4th</b>	Independence Day Holiday – University Closed
<b>July 8th</b>	Summer I - Last day of Classes
<b>July 9th</b>	Summer I Final Exams; Full Term classes do not meet
<b>July 10th</b>	Summer II Classes Begin
<b>July 12th</b>	Summer II Census Day; Last Day to Register for Summer II; Summer II Payment Deadline
<b>July 15th</b>	Summer Full Term Drop/Withdrawal Deadline. Note: Student-initiated drops are permitted after this date, but the student is not guaranteed a grade of W. The faculty member of record will issue a grade of either W or F.
<b>July 22nd</b>	Graduation application deadline for degree conferral
<b>July 29th</b>	Summer II Drop/Withdrawal Deadline. Note: Student-initiated drops are permitted after this date, but the student is not guaranteed a grade of W. The faculty member of record will issue a grade of either W or F.
<b>Aug 5th</b>	Summer II & Full Term – Last day of classes
<b>Aug 6-7th</b>	Summer II & Full Term Final Exams
<b>Aug 9th</b>	Grades are Due
<b>Aug 11th</b>	Grades are posted to student records; students are notified of grades and academic standing
<b>Payment Deadlines</b>	For more information on payment deadlines, visit the <a href="#">Student Business Services Website</a>