



# Franchising

## MGMT 4306 Summer 2017



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

**COBA Room 329**

**Office Hours:** MTWR 8:00-9:00 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 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 4 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, and you cannot leave and reenter the classroom, once an exam has begun. There are generally no make-up exams. In a specific, pre-coordinated case, an all-essay make-up exam may be arranged at the discretion of the Professor.



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### Grading Policy:

Exams	300 pts.	A = 540 pts. – 600 pts.
Project	150 pts.	B = 480 pts. – 539 pts.
Quizzes/Participation	150pts.	C = 420 pts. – 479 pts.
Total Points	600 pts.	D = 360 pts. – 419 pts.
		F = 359 pts. – 0 pts.

### Project

There will be a written class project requirement. Project assignments will be determined before the end of the first 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 could be worth up to 17% 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 <http://sa.utep.edu/osccr/academic-integrity> 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

Please note that you should complete homework on Blackboard. Homework cannot be turned in after its due date. If you expect to miss class, be sure you will be able to do the homework before its due date.

### 5. Exams/Quizzes

Exams and quizzes will be taken from any material discussed in class. You are responsible for bringing SCANTRON forms and a calculator to the exam/quiz as you may need to solve quantitative questions. A missed exam/quiz will result in a score of 0 (zero) for that exam/quiz. Graded exams/quizzes will be returned during the following class. Do not discard them - they are a critical record if there is a discrepancy later. There are no make-up quizzes. In a specific, pre-coordinated case, an all-essay make-up exam may be arranged at the discretion of the Professor.

### 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 <http://sa.utep.edu/cass>

### 7. Other Student Services

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

University Counseling Center: <http://sa.utep.edu/counsel/>, 747-5302, 202 Union West; walk-ins encouraged.

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

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

University Career Center: <http://sa.utep.edu/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 more information on campus concealed carry, see <http://sa.utep.edu/campuscarry/>. For more information on overall campus safety, see <http://admin.utep.edu/emergency>.

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 information on Campus Carry Exclusion Zones see: <http://sa.utep.edu/campuscarry/exclusion-zones>

### 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.



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

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

**COBA Room 329**

### Detailed Course Outline:

WEEK	DAY	DATE	SUBJECT	TOPIC
1	Monday	June 12	Intro, Syllabus Chapter 1	Franchising History and Overview
	Tuesday	June 13	Chapter 1 Chapter 2 <b>Reading Quiz 1</b>	Recognizing Franchising Opportunities Chapters 1, 2 on Blackboard
	Wednesday	June 14	Chapter 2 Chapter 3	Assign Class Project! The Franchising Business Plan
	Thursday	June 15	Chapter 3 Chapter 4 <b>Reading Quiz 2</b>	Franchisor Management: Organization and Administrative Policy. Chapters 3, 4 on Blackboard
	Friday	June 16	<b>Exam #1</b> Chapter 5	One hour exam, Chapters 1–4. The Franchising Market Process
2	Monday	June 19	Chapter 5	Selling and Marketing Research
	Tuesday	June 20	Chapter 6	Selling Research
	Wednesday	June 21	Chapter 7 <b>Reading Quiz 3</b>	Co-Branding Chapters 5, 6 on Blackboard
	Thursday	June 22		Negotiation Exercise
	Friday	June 23	Chapter 8 <b>Reading Quiz 4</b>	Managing the Franchisor's Operations Process Chapters 7, 8 on Blackboard
3	Monday	June 26	Chapter 9 Chapter 10	Location and Site Selection Accounting and Financial Statements:
	Tuesday	June 27	Chapter 11 <b>Reading Quiz 5</b>	Financials and Fiscal Planning. Chapters 9, 10 on Blackboard
	Wednesday	June 28	<b>Exam #2</b> Chapter 12	One hour exam, Chapters 5-8. Information Systems in Franchising
	Thursday	June 29	Chapter 13 <b>Special Guests</b> <b>Reading Quiz 6</b>	Franchise Legal Documents <b>Sonny Patel, Octavio Portillo - Franchisees</b> Chapters 11, 12 on Blackboard
	Friday	June 30	Chapter 14	Trademarks, Copyrights, Patents, and Trade Secrets
4	Monday	July 3	Chapter 15	Investigating Franchise Opportunities
	Tuesday	July 4	<b>No Class</b> <b>Reading Quiz 7</b>	<b>UTEP closed for July 4th, Projects due!!</b>
	Wednesday	July 5	Chapter 16,17 Chapter 18,19	Managing the Franchisee Business The Franchising Relationship
	Thursday	July 6	Chapter 20,21 <b>Reading Quiz 8</b>	Support Services, CSR and Business Ethics Chapter 15 on Blackboard
	Friday	July 7	<b>Exam #3</b>	One hour Exam, Ch. 9-12, 15. Class Complete