Franchising
MGMT 4306    Summer 2017

Instructor:     Mr. Michael S, Garcia    MSPM
E-mail:         msgarcia4@utep.edu
Office:         COBA 204    Phone: (915) 747-8631    Fax: (915) 747-5348

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:
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 150 pts.  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.
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, 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

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.


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:

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