



65437524
Mohamed Ahmed Soliman | Dreamstime.com
Download from
Dreamstime.com
This watermarked comp image is for previewing purposes only.

MGMT 4306 Summer I 2023 Syllabus

Who is responsible for the design & delivery of this course?

Instructor
Bill Conwell
CRN

31563

Office:

CoBA Room 258

Class Location:

CoBA Room 329

Office Hours:

MTWRF from 10:30 am to 11:30 am & 3:00 pm to 4:30 pm. Also by appointment

Class Days:

MTWRF

Class Hours:

11:40 am to 1:50 pm

E-Mail:

wjconwell@utep.edu

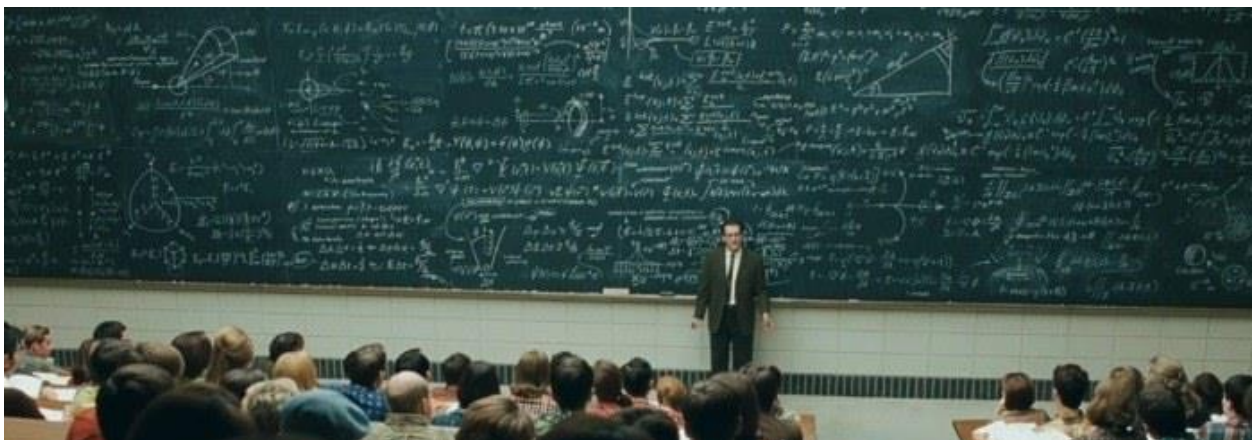
Phone:

915 747-7190

Semester:

Summer I 2023

What course is this again?



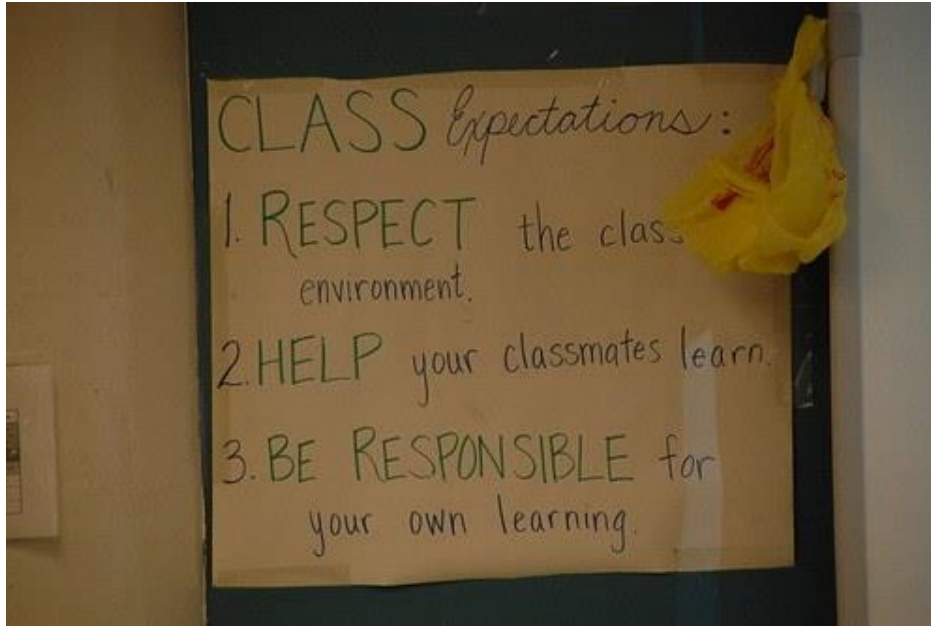
Catalog:

MGMT 4306: Franchising

Course Description:

Here is what the catalog says: 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.

Course Values



I have four values that I hope will make clear the culture and expectations of this class and this course.

- Enlightenment
- Engagement
- Enjoyment
- Excellence

How will the course be delivered?



- This course will be accomplished in a face-to-face classroom format.
- This course is designed using a modular format—that is, each day/class session is “packaged” in Blackboard as a single module so that all the materials, lecture notes, submission areas, discussion posts, quizzes/exams are in one area for a given session.
- Blackboard Ultra Course View format will be utilized to share class assignments and submissions. Recommended browsers are Google Chrome or Firefox. Any technology-related issues or problems should be handled through Student Technology Services at: https://www.utep.edu/technologysupport/ServiceCatalog/Student_Services.html
- **YOU WILL NEED TO BRING YOUR COMPUTER/LAPTOP TO EVERY CLASS SESSION.**

How will we communicate?



- For outside the classroom communication, Blackboard Email (Messages link, upper LH corner of home page) is preferred for communication related to this course. Alternate is my UTEP e-mail. I will make every attempt to respond to your e-mail within 24 hours of receipt. When e-mailing me, be sure to email from Blackboard or your UTEP student account. And please put the course number in the subject line. In the body of your e-mail, clearly state your question. At the end of your message, be sure to put your first and last name, and your university identification number.
- Discussion Board: If you have a question that you believe other students may also have, please post it in the Help Board of the discussion boards inside of Blackboard (Discussions link, upper LH corner of home page). Please respond to other students' questions if you have a helpful response.
- Announcements: Check the Blackboard announcements (LH side of home page) frequently for any updates, deadlines, or other important messages.

TECHNOLOGY REQUIREMENTS



Some course content will be delivered via the Internet through the Blackboard learning management system (LMS). Ensure your UTEP e-mail account is working and you have access to the Web and a stable web browser. Mozilla Firefox and Google Chrome are the most supported browsers for Blackboard; other browsers may cause complications with the LMS. When having technical difficulties, update your browser, clear your cache, or try switching to another browser.

You will need to have or have access to a computer/laptop. **YOU WILL NEED TO BRING YOUR COMPUTER/LAPTOP TO EVERY CLASS SESSION.** You will need to download or update the following software: Microsoft Office, Zoom, Adobe, Flashplayer, Windows Media Player, QuickTime, and Java. Check that your computer hardware and software are up-to-date and able to access all parts of the course.

If you encounter technical difficulties beyond your scope of troubleshooting, please contact the [Help Desk](#), as they are trained specifically in assisting with the technological needs of students.

How am I going to learn?



Students are responsible for the text material. Supplemental material to enhance, make relevant, or clarify text material will be provided by the instructor.

Small individual/team exercises may be utilized to help with subject matter understanding as well as application of creative thinking in addressing case-related issues.

Assessments will be used to monitor student progress as well.

How am I going to be graded?



- **1. Assessments:** Assessments on chapter and course session material during class sessions will be utilized to measure and reinforce understanding of key chapter content and learning goals. Assessment submissions are due during the class session they are given. No points will be given for any late submissions.
- **2. Final Exam:** There will NOT be a final exam at the end of the course.

Summary of criterion-based (no curve) grading scheme: Total Points: 1,000

Assessments (16 total) @ 50 points each Points	800
Assessment (2 total) @ 100 points Points	200
Total Weight Points	1,000

Grading scale based on percentages of criterion-based (no curve) grading scheme:

- A 90-100%
- B 80-89%
- C 70-79%
- D 60-69%
- F 0-59%

Other Important Announcements



Disability accommodation. The University is committed to providing reasonable accommodations and auxiliary services to students, staff, faculty, job applicants, applicants for admissions, and other beneficiaries of University programs, services and activities with documented disabilities in order to provide them with equal opportunities to participate in programs, services, and activities in compliance with sections 503 and 504 of the Rehabilitation Act of 1973, as amended, and the Americans with Disabilities Act (ADA) of 1990 and the Americans with Disabilities Act Amendments Act (ADAAA) of 2008. Reasonable accommodations will be made unless it is determined that doing so would cause undue hardship on the University. Students requesting an accommodation based on a disability must register with the [UTEP Center for Accommodations and Support Services](#).

UTEP Policy on Academic Integrity:

Academic dishonesty is prohibited and is considered a violation of the UTEP Handbook of Operating Procedures. It includes, but is not limited to, cheating, plagiarism, and collusion. Cheating may involve copying from or providing information to another student, possessing unauthorized materials during a test, or falsifying research data on laboratory reports. Plagiarism occurs when someone intentionally or knowingly represents the words or ideas of another as ones' own. Collusion involves collaborating with another person to commit any academically dishonest act. Any act of academic dishonesty attempted by a UTEP student is unacceptable and will not be tolerated. All suspected violations of academic integrity at The University of Texas at El Paso must be reported to the [Office of Student Conduct and Conflict Resolution \(OSCCR\)](#) for possible disciplinary action. To learn more, please visit [HOOP: Student Conduct and Discipline](#).

Copyright Compliance:

All materials used in this course are protected by copyright law. The course materials are only for the use of students currently enrolled in this course and only for the purpose of this course. They may not be further disseminated.

Professional Demeanor:

- This course may require online communication between students as well as between the students and faculty. The expectation is that all parties will interact in a professional manner. If you have questions regarding online interaction in a professional manner, please reference the guidelines at <https://www.utep.edu/extendeduniversity/utepconnect/blog/october-2017/10-rules-of-netiquette-for-students.html>. The expectation is that you will comply with these guidelines throughout the course – and, hopefully, beyond.

MGMT 4306 Summer I 2023 Course Schedule



Course Outline & Activity Plan: (Subject to change)

Session	Concepts Covered	Focus/Assignments/Activities
1 6/12/2023 M	Course Introduction & Overview	<ul style="list-style-type: none"> • Learning Goal: Introduction to the course and how it will be conducted. • CLASS EXERCISE: "BEHIND THE COUNTER" video (46 min.) • <i>"THE FOUNDER" movie trailer</i> • Assessment in class (1 of 18) on Syllabus & Course Overview (50 points)
2 6/13/2023 T	What defines a business model as a franchise?	<ul style="list-style-type: none"> • Learning Goal: Identify and summarize the primary factors that make a business (model) a franchise. • Read Chapter 1 of "Franchise Your Business" (in class) • <i>8 pages</i> • CLASS EXERCISE: When, and why, is a franchise not considered a franchise? • Assessment in class (2 of 18) on Chapter 1 of "Franchise Your Business" (50 points)
3 6/14/2023 W	The advantages of the franchising business model	<ul style="list-style-type: none"> • Learning Goal: Demonstrate when and/or why one would choose the franchise model for a business. • Read Chapter 2, pages 11 through 22 of "Franchise Your Business" (in class) • <i>12 pages</i> • GROWING YOUR BUSINESS ORGANICALLY VERSUS BY FRANCHISING (IN CLASS) EXERCISE • Assessment in class (3 of 18) on Chapter 2, pages 11 through 22 (50 points)
4 6/15/2023 R	The disadvantages of the franchising business model	<ul style="list-style-type: none"> • Learning Goal: Demonstrate when and/or why one would choose the franchise model for a business. • Read Chapter 2, pages 22 through 29 of "Franchise Your Business" (in class) • <i>8 pages</i> • CLASS EXERCISE: Discussion related to control, litigation, and BRAND. • Assessment in class (4 of 18) on Chapter 2, pages 22 through 29 of Franchise Your Business (50 points)

Session	Concepts Covered	Focus/Assignments/Activities
5 6/16/2023 F	Is the franchising business model right for your business?	<ul style="list-style-type: none"> • Learning Goal: Recognize business and personal considerations regarding growing a business organically or through franchising. • Read Chapter 3 of "Franchise Your Business" (in class) • <i>19 pages</i> • CLASS EXERCISE: How much ROI is enough? • "3 REASONS WHY YOU SHOULD NOT FRANCHISE YOUR BUSINESS" Video (5 min.) • Assessment in class (5 of 18) on Chapters 1, 2, & 3 of Franchise Your Business (50 points) • Read Chapter 4 of "Franchise Your Business" (before June 20th class session) <ul style="list-style-type: none"> ▪ <i>18 pages</i>
6 6/19/2023 M HOLIDAY	No Class Session	
7 6/20/2023 T	Is the franchising business model right for you? Alternative business models to the franchising model	<ul style="list-style-type: none"> • Learning Goal: Recognize business and personal considerations regarding growing a business organically or through franchising. • Learning Goal: Compare and contrast other business model options similar to franchising and under what circumstances they might be considered as an option to franchising. • Read Chapter 5 of "Franchise Your Business" (in class) • <i>14 pages</i> • "FRANCHISE PROS AND CONS" Video (10 min.) • "LICENSING AND FRANCHISING – WHY THE DIFFERENCE BETWEEN THE TWO MATTERS" Video (12.5 min) • "LICENSING VERSUS FRANCHISING: IS LICENSING AN ALTERNATIVE TO FRANCHISING?" Video (6 min.) • Assessment in class (6 of 18) on Chapters 4 & 5 of Franchise Your Business (50 points)
8 6/21/2023 W	Developing your franchise company, structure, and strategy	<ul style="list-style-type: none"> • Learning Goal: Grasp the value and need of strategy, process, and discipline when establishing your franchise business structure. • Read Chapter 6, pages 85 through 102 of "Franchise Your Business" (in class) • <i>16 pages</i> • 5-YEAR FRANCHISE SUCCESS PLAN Video (11 min.) • CLASS EXERCISE: (Part 1) "Bill's Beefy Burgers" (B³) • Assessment in class (7 of 18) on Chapter 6, pages 85 through 102 of Franchise Your Business (50 points)

Session	Concepts Covered	Focus/Assignments/Activities
9 6/22/2023 R	Developing your franchise company, structure, and strategy	<ul style="list-style-type: none"> • Learning Goal: Grasp the value and need of strategy, process, and discipline when establishing your franchise business structure. • Read Chapter 6, pages 103 through 122 of “Franchise Your Business” (in class) • <i>20 pages</i> • CLASS EXERCISE: (Part 2) “Bill’s Beefy Burgers” • Assessment in class (8 of 18) on Chapter 6, pages 103 through 122 of Franchise Your Business (50 points)
10 6/23/2023 F	Developing your franchise company, structure, and strategy	<ul style="list-style-type: none"> • Learning Goal: Grasp the value and need of strategy, process, and discipline when establishing your franchise business structure. • Read Chapter 7 of “Franchise Your Business” (in class) • <i>22 pages</i> • WHAT ARE THE FRANCHISE LAWS, AND WHAT IS A FRANCHISE DISCLOSURE DOCUMENT? Video (4.5 min.) • CLASS EXERCISE: The Franchise Disclosure Document • Assessment in class (9 of 18) on Chapters 4, 5, 6, & 7 of Franchise Your Business (50 points)
11 6/26/2023 M	Developing your franchise company, structure, and strategy	<ul style="list-style-type: none"> • Learning Goal: Grasp the value and need of strategy, process, and discipline when establishing your franchise business structure. • Read Chapter 8, pages 145 through 161 of “Franchise Your Business” (in class) • <i>16 pages</i> • FRANCHISE EXPERT DISCUSSES QUALITY CONTROL IN FRANCHISING Video (5 min.) • Class Exercise: “Bill’s Beefy Burgers” & the “Four Pillars.” • Assessment in class (10 of 18) on Chapter 8, pages 145 through 161 of Franchise Your Business (50 points)
12 6/27/2023 T	Building your franchise business	<ul style="list-style-type: none"> • Learning Goal: Grasp the value and need of strategy, process, and discipline when promoting and selling your franchise opportunity. • Read Chapter 9, pages 175 through 180, Chapter 10, pages 203 through 213 of “Franchise Your Business” (in class) • <i>17 pages</i> • HOW TO SELL FRANCHISES - 9 RECOMMENDATIONS FOR EMERGING FRANCHISORS Video (14.5 min.) • Class Exercise: Franchisor Websites • Assessment in class (11 of 18) on Chapter 9, pages 175 through 180, Chapter 10, pages 203 through 213 of Franchise Your Business (50 points)

Session	Concepts Covered	Focus/Assignments/Activities
<p>13 6/28/2023 W</p>	<p>It takes two parties to make the franchise business model successful.</p>	<ul style="list-style-type: none"> • Learning Goal: Identify franchisor key success factors and how they support business model performance. • Read Chapter 12 of “Franchise Your Business” (in class) • <i>12 pages</i> • “FRANCHISEES PUSH BACK ON MCDONALD’S OVER UPCOMING CHANGES” Video (3.5 min) • Class Exercise: The Cold Stone Creamery FranchisorFranchisee Relationship • WHY MOST FRANCHISORS FAIL (AND STRATEGIES TO WIN)” Video (23 min.) • Assessment in class (12 of 18) on Chapter 12 of Franchise Your Business (50 points) • Read Chapter 1, pages 7 through 17, Chapter 2, pages 22 through 28 of “The Franchisee Handbook” (in class) • <i>18 pages</i> • Watch “FRANCHISING FROM A FRANCHISEE PERSPECTIVE” Video (10 min.) prior to Class Session 14
<p>14 6/29/2023 R</p>	<p>Franchising myth versus fact, and are you cut out to be a franchisee?</p> <p>Guest Lecturer</p>	<ul style="list-style-type: none"> • Learning Goal: Appraise the franchise business model from the point of view of a potential franchisee, decide if it would be something one would want to pursue, and identify the factors supporting your decision. • Assessment in class (13 of 18) on Chapter 1, pages 7 through 17, Chapter 2, pages 22 through 28 of “The Franchisee Handbook” (100 points)
<p>15 6/30/2023 F</p>	<p>Risk versus reward (Still trying to decide if you and franchising are a good match.)</p>	<ul style="list-style-type: none"> • Learning Goal: Appraise the franchise business model from the point of view of a potential franchisee, decide if it would be something one would want to pursue, and identify the factors supporting your decision. • Read Chapter 3 of “The Franchisee Handbook” (in class) • <i>18 pages</i> • “WHAT IS THE FRANCHISE FAILURE AND SUCCESS RATE” Video (4 min.) • Assessment in class (14 of 18) on Chapter 8, pages 145 through 161; Chapter 9, pages 175 through 180; Chapter 10, pages 203 through 213; and Chapter 12 of Franchise Your Business and Chapter 1, pages 7 through 17; Chapter 2, pages 22 through 28; and Chapter 3 of The Franchisee Handbook (100 points)

Session	Concepts Covered	Focus/Assignments/Activities
16 7/3/2023 M	Evaluating potential franchise opportunities (You've decided to become a franchisee and now are looking for the right franchise.)	<ul style="list-style-type: none"> • Learning Goal: Recognize the value of "starting with the end in mind" when deciding to become a franchisee. • Learning Goal: Grasp the value and need of strategy, process, and discipline when selecting a franchise opportunity. • Read Chapter 4 of "The Franchisee Handbook" (in class) • 23 pages • "SHOULD I BUY A FRANCHISE? 5 PROS AND CONS YOU MUST KNOW" Video (18 min.) • Class Exercise: "Not everyone can be a McDonald's franchisee" • Assessment in class (15 of 18) on Chapter 4 of The Franchisee Handbook (50 points)
17 7/4/2023 T HOLIDAY	No Class Session	
18 7/5/2023 W	Evaluating potential franchise opportunities & their franchisors	<ul style="list-style-type: none"> • Learning Goal: Utilize a Franchise Disclosure Document to compare and contrast various aspects of franchise opportunity options. • Read Chapter 5, pages 86 through 102 of "The Franchisee Handbook" in class. • 17 pages • <i>No reading assignment for Chapter 6, but the content will be addressed in class.</i> • "BEST QUESTIONS TO ASK A FRANCHISOR (DISCOVERY DAY FRANCHISE QUESTIONS" Video (13 min.) • "FRANCHISE DISCOVERY DAY: TOP 7 QUESTIONS ANSWERED" Video (18 min.) OPTIONAL • Class Exercise: A Deeper Dive • Assessment in class (16 of 18) on Chapter 5, pages 86 through 102, of "The Franchisee Handbook" (50 points)
19 7/6/2023 R	Evaluating potential franchise opportunities	<ul style="list-style-type: none"> • Learning Goal: Grasp the value and need of strategy, process, and discipline when selecting a franchise opportunity. • Read Chapter 7, pages 141 through 156 and 175 through 177 of "The Franchisee Handbook" in class. • 19 pages • Assessment in class (17 of 18) on Chapter 7, pages 141 through 156 and 175 through 177 of "The Franchisee Handbook" (50 points)

Session	Concepts Covered	Focus/Assignments/Activities
20 7/7/2023 F	Launching and running a successful franchise	<ul style="list-style-type: none"> • Learning Goal: Recognize what the franchisor will do for you and compare it to what you must do for yourself as a franchisee. • Read Chapter 8 of "The Franchisee Handbook" in class. • 12 pages • <i>No reading assignment for Chapter 9, but the content will be addressed in class.</i> • 10 STEPS TO OPENING A FRANCHISE Video (10 min.) • Class Exercise: Which one of the two would you choose? (X2) • Assessment in class (18 of 18) on Chapter 8 of "The Franchisee Handbook" (50 points)