



Spring 2022 MGMT 4306 Franchising Syllabus

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

Instructor

Bill Conwell

CRN

22515

Office:

CoBA Room 258

Class Location:

CoBA Room 332

Office Hours:

M & F: 9 to 12 & 2 to 5; W: 1 to 4; and by appointment

Class Days:

T & R

Class Hours:

6:00 pm to 7:20 pm

E-Mail:

wjconwell@utep.edu

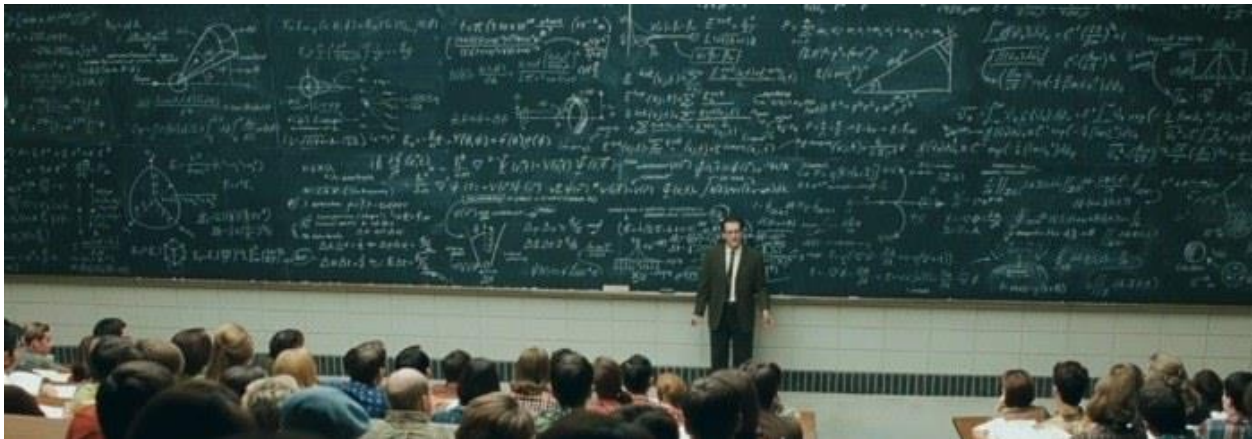
Phone:

915 747-7190

Semester:

Spring 2022

What course is this again?

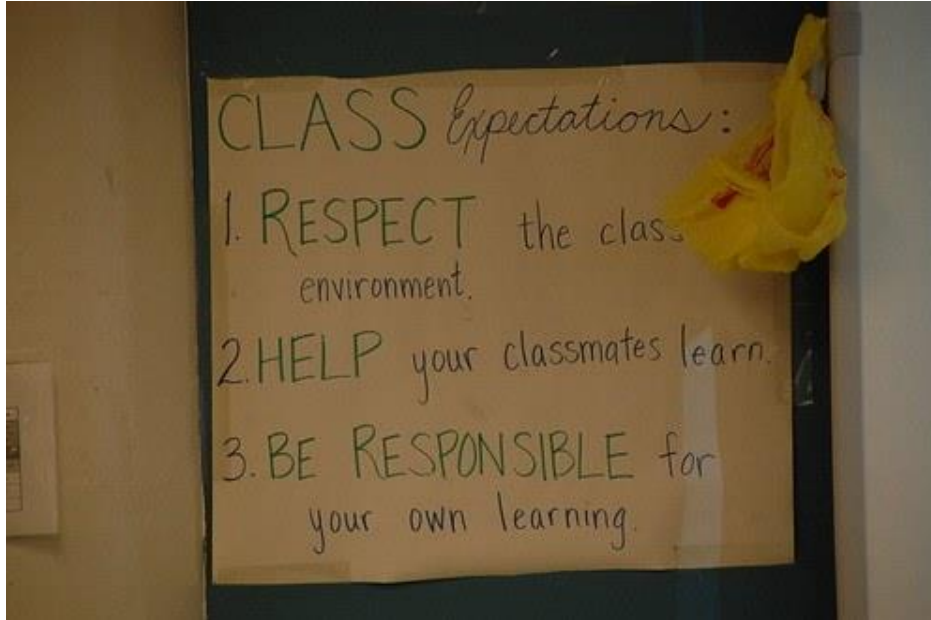
**Catalog:**

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 Expectations



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

- Enlightenment
- Engagement
- Enjoyment
- Excellence

What am I going to learn?



Learning Outcomes:

Here is what we are going to learn:

- Understanding the franchise business from both the franchisor and franchisee perspectives

- Knowledge and insights needed to determine if franchising is right for your business or for you as a business person
- Tools, methods, disciplines, and processes to support the choice, launch, and growth of a franchise operation
- Resources available to support a franchise undertaking
- The importance of discipline and research in the evaluation of franchise interests and opportunities

What textbook(s) will be required? There are two.

Franchise Your Business: The Guide to Employing the Greatest Growth Strategy Ever

Author: Mark Siebert

Edition: Copyright 2016

ISBN: 978-1-59918-581-1

Publisher: Entrepreneur Press

The Franchisee Handbook: Everything You Need to Know About Buying a Franchise

Author: Mark Siebert

Edition: Copyright 2019

ISBN: 978-1-59918-639-9

Publisher: Entrepreneur Press

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 as well as assessments (quizzes). 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

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.

The elephant (still, yes still) in the room.



If you have tested positive for COVID-19, you are encouraged to report your results to covidaction@utep.edu, so that the Dean of Students Office can provide you with support and help with communication with your professors. It is important to follow all instructions that you receive as part of the diagnosis, including isolation and staying at home until a negative test is produced.

If you experience COVID-19 symptoms, please follow the isolation protocol by staying at home and getting tested as soon as possible. If the test is negative but you are still seeking accommodations, please contact the Dean of Students Office for guidance in a timely manner. Your instructor will work with the Dean of Students Office to determine the extent of any such accommodations.

We strongly encourage you to think and act proactively in all matters related to COVID-19 and your academic endeavors. The Center for Disease Control and Prevention recommends that people in areas of substantial or high COVID-19 transmission **wear face masks when indoors in groups of people**. The best way that Miners can take care of miners is to **get the vaccine**. If you still need the vaccine, it is widely available in the El Paso area. Vaccine booster shots will be available at no charge on campus during the first part of the first two weeks of classes. For more information about the current rates, testing, and vaccinations, please visit epstrong.org.

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 that 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 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 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 material, via Blackboard, will be utilized to measure and reinforce understanding of key chapter content and learning goals. Assessment submissions are due at the time stated. No points will be given for any late submissions.
- **2. Attendance:** You need to show up to add value to your classmates, the course material, and yourself. Grade points will be deducted for non-excused (as in not previously approved) absences. Each unexcused absence will reduce attendance points by 20%.
- **3. Final Exam:** There will be a final exam at the end of the course. Final exam submission is due at the time stated. No points will be given for a late submission.

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

| | |
|--|--------------|
| Assessments (11 total) Points | 770 |
| Final Exam Points | 130 |
| Attendance Points | 100 |
| 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 one's 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 Spring 2022 Course Schedule



Subject to change if/as circumstances dictate.

MGMT 4306 Spring 2022 Course Schedule R01142022

| Session | Chapters Covered | Focus/Assignments/Activities |
|---------------------|--|--|
| 1 1/18/2022 T | Course Intro | <ul style="list-style-type: none"> ☐ Review syllabus, expectations, process, & norms ☐ Read Chapter 1 of "Franchise Your Business" before Session 2 ☐ Watch "FDD Overview" Video |
| 2 1/20/2022 R | Franchise Your Business Chapter 1 "What is Franchising?" | <ul style="list-style-type: none"> ☐ EXPLORING FRANCHISING ☐ LG: Awareness of what constitutes and applies to a business defined as a franchise. ☐ Read Chapter 2 of "Franchise Your Business" before Session 3 ☐ Assignment: Texas has a franchise tax; does this mean that it has franchise specific laws? ☐ Watch "Franchise Pros and Cons" Video |
| 3 1/25/2022 T | Franchise Your Business Chapter 2 "Advantages and Disadvantages of Franchising" | <ul style="list-style-type: none"> ☐ EXPLORING FRANCHISING ☐ LG: Understanding why, or why not, franchising your business might be a viable business strategy. ☐ Read Chapter 3 of "Franchise Your Business" before Session 4 ☐ Assessment (1 of 11) on Chapters 1 & 2 (70 points) Due 11:59 pm, Jan 26 |
| 4 1/27/2022 R | Franchise Your Business Chapter 3 "Is Your Business Franchisable?" | <ul style="list-style-type: none"> ☐ EXPLORING FRANCHISING ☐ LG: Considerations to understand and evaluate to determine if your business is a candidate for becoming a franchise. Read Chapter 4 of "Franchise Your Business" before Session 5 |
| 5 2/1/2022 T | Franchise Your Business Chapter 4 "Is Franchising Right for You?" | <ul style="list-style-type: none"> ☐ EXPLORING FRANCHISING ☐ LG: Considerations to understand and evaluate to determine if you are a candidate for becoming a franchisor. ☐ Read Chapter 5 of "Franchise Your Business" before Session 6 ☐ Assessment (2 of 11) on Chapters 3 & 4 (70 points) Due 11:59 pm, Feb 2 |
| 6 2/3/2022 R | Franchise Your Business Chapter 5 "Alternatives to the Franchise Structure" | <ul style="list-style-type: none"> ☐ EXPLORING FRANCHISING ☐ LG: Awareness and considerations of business alternatives to the franchise structure. ☐ Read Chapter 6, pages 85 to 103, of "Franchise Your Business" before Session 7 |

| Session | Chapters Covered | Focus/Assignments/Activities |
|----------------------|--|--|
| 7 2/8/2022 T | Franchise Your Business Chapter 6 "Strategy for Growth on Steroids" | <ul style="list-style-type: none"> ☐ DEVELOPING YOUR FRANCHISE COMPANY ☐ LG: Exposure to some of the core planning issues and decisions to address when developing a franchise plan. ☐ Read Chapter 6, pages 103 to 122, of "Franchise Your Business" before Session 8 |
| 8 2/10/2022 R | Franchise Your Business Chapter 6 "Strategy for Growth on Steroids" | <ul style="list-style-type: none"> ☐ DEVELOPING YOUR FRANCHISE COMPANY ☐ LG: Exposure to some of the core planning issues and decisions to address when developing a franchise plan. ☐ Read Chapter 7 of "Franchise Your Business" before Session 9 ☐ Assessment (3 of 11) on Chapters 5 & 6 (70 points) Due 11:59 pm, Feb 11 |
| 9 2/15/2022 T | Franchise Your Business Chapter 7 "Getting Legal" | <ul style="list-style-type: none"> ☐ DEVELOPING YOUR FRANCHISE COMPANY ☐ LG: Understanding the need, value, and timing for expert legal resources in helping to establish your franchise business. ☐ Read Chapter 8, pages 145 to 159, of "Franchise Your Business" before Session 10 |
| 10 2/17/2022 R | Franchise Your Business Chapter 8 "Controlling Quality" | <ul style="list-style-type: none"> ☐ DEVELOPING YOUR FRANCHISE COMPANY ☐ LG: The role that quality, quality control, and controlling quality play in establishing and maintaining a successful franchise business enterprise. ☐ Read Chapter 8, pages 159 to 174, of "Franchise Your Business" before Session 11 |
| 11 2/22/2022 T | Franchise Your Business Chapter 8 "Controlling Quality" | <ul style="list-style-type: none"> ☐ DEVELOPING YOUR FRANCHISE COMPANY ☐ LG: The role that quality, quality control, and controlling quality play in establishing and maintaining a successful franchise business enterprise. ☐ Read Chapter 12 of "Franchise Your Business" before Session 12 ☐ Assessment (4 of 11) on Chapters 7 & 8 (70 points) Due 11:59 pm, Feb 23 |
| 12 2/24/2022 R | Franchise Your Business Chapter 12 "The Franchisee-Franchisor Relationship" | <ul style="list-style-type: none"> ☐ BUILDING YOUR FRANCHISE EMPIRE ☐ LG: Understanding the contradictory and complementary roles of the franchisor and franchisee relationship and managing it to the benefit of both parties. ☐ Read Introduction of "The Franchisee Handbook" before Session 13 |

| Session | Chapters Covered | Focus/Assignments/Activities |
|-----------------------------------|---|---|
| 13 3/1/2022 T | The Franchisee Handbook Introduction ZOOM | <ul style="list-style-type: none"> □ Read Chapter 1 of "The Franchisee Handbook" before Session 14 |
| 14 3/3/2022 R | The Franchisee Handbook Chapter 1 "The Franchise Myth" | <ul style="list-style-type: none"> • LG: Separating the franchising myth and reality. • Read Chapter 2 of "The Franchisee Handbook" before Session 15 |
| 15 3/8/2022 T | The Franchisee Handbook Chapter 2 "The Secret Ingredient: You" | <ul style="list-style-type: none"> • LG: Understanding that you, not the franchisor, are critical to your franchise business success. • Read Chapter 3 of "The Franchisee Handbook" before Session 16 • Assessment (5 of 11) on Chapters 1 & 2 (70 points) Due 11:59 pm, Mar 9 |
| 16 3/10/2022 R | The Franchisee Handbook Chapter 3 "Understanding Risk" | <ul style="list-style-type: none"> • LG: The necessity and considerations of a risk assessment is a key element when choosing a franchise. • Read Chapter 4, pages 51 to 62, of "The Franchisee Handbook" before Session 17 |
| Spring Break, 3/14 to 3/18 | | |
| 17 3/22/2022 T | The Franchisee Handbook Chapter 4 "Narrowing the Field" | <ul style="list-style-type: none"> • LG: Awareness of the necessity, process, and resources in developing a good strategy to narrow franchise possibilities to the right one for you. • Read Chapter 4, pages 62 to 73, of "The Franchisee Handbook" before Session 18 |
| 18 3/24/2022 R | The Franchisee Handbook Chapter 4 "Narrowing the Field" | <ul style="list-style-type: none"> • LG: Awareness of the necessity, process, and resources in developing a good strategy to narrow franchise possibilities to the right one for you. • Read Chapter 5, pages 75 to 88, of "The Franchisee Handbook" before Session 19 • Look over the Buffalo Wild Wings FDD before Session 19. • Assessment (6 of 11) on Chapters 3 & 4 (70 points) Due 11:59 pm, Mar 25 |

| Session | Chapters Covered | Focus/Assignments/Activities |
|---|---|--|
| 19 3/29/2022 T | The Franchisee Handbook Chapter 5 "A Deeper Dive" | <ul style="list-style-type: none"> • LG: How to interpret the information provided by franchisors of interest and using it to narrow your list of potential opportunities. • Read Chapter 5, pages 88 to 96, of "The Franchisee Handbook" before Session 20 • Read Sections 2, 3, 4, & 5 of the Buffalo Wild Wings FDD as if you were considering it as a potential franchise business before Session 19 20 |
| 20 3/31/2022 R | The Franchisee Handbook Chapter 5 "A Deeper Dive" | <ul style="list-style-type: none"> • LG: How to interpret the information provided by franchisors of interest and using it to narrow your list of potential opportunities. • Read Chapter 5, pages 96 to 105, of "The Franchisee Handbook" before Session 21 • Read Section 7 of the Buffalo Wild Wings FDD as if you were considering it as a potential franchise business before Session 20 21 |
| 4/1/2022 – Spring Drop/Withdrawal Date | | |
| 21 4/5/2022 T | The Franchisee Handbook Chapter 5 "A Deeper Dive" | <ul style="list-style-type: none"> • LG: How to interpret the information provided by franchisors of interest and using it to narrow your list of potential opportunities. • Read Chapter 5, pages 105 to 113, of "The Franchisee Handbook" before Session 22 |
| 22 4/7/2022 R | The Franchisee Handbook Chapter 5 "A Deeper Dive" | <ul style="list-style-type: none"> • LG: How to interpret the information provided by franchisors of interest and using it to narrow your list of potential opportunities. • Read Chapter 6, pages 115 to 128, of "The Franchisee Handbook" before Session 23 • Assessment (7 of 11) on Chapter 5 (70 points) Due 11:59 pm, Apr 8 |
| 23 4/12/2022 T | The Franchisee Handbook Chapter 6 "Meeting the Franchisor" | <ul style="list-style-type: none"> • LG: The value and need of developing a plan and process to gain the most value from meeting with potential franchisors. • Read Chapter 6, pages 128 to 139, of "The Franchisee Handbook" before Session 24 |
| 24 4/14/2022 R | The Franchisee Handbook Chapter 6 "Meeting the Franchisor" | <ul style="list-style-type: none"> • LG: The value and need of developing a plan and process to gain the most value from meeting with potential franchisors. • Read Chapter 7, pages 141 to 162, of "The Franchisee Handbook" before Session 25 • Assessment (8 of 11) on Chapter 6 (70 points) Due 11:59 pm, Apr 15 |

| Session | Chapters Covered | Focus/Assignments/Activities |
|----------------------|---|--|
| 25 4/19/2022 T | The Franchisee Handbook Chapter 7 "How Much Can I Make?" | <ul style="list-style-type: none"> □ LG: Ways and means to evaluate and estimate your potential financial performance from a franchise opportunity that you are considering. □ Read Chapter 7, pages 162 to 178, of "The Franchisee Handbook" before Session 26 |
| 26 4/21/2022 R | The Franchisee Handbook Chapter 7 "How Much Can I Make?" | <ul style="list-style-type: none"> □ LG: Ways and means to evaluate and estimate your potential financial performance from a franchise opportunity that you are considering. □ Read Chapter 8, pages 179 to 185, of "The Franchisee Handbook" before Session 27 □ Assessment (9 of 11) on Chapter 7 (70 points) Due 11:59 pm, Apr 22 |
| 27 4/26/2022 T | The Franchisee Handbook Chapter 8 "Making the Leap" | <ul style="list-style-type: none"> □ LG: Awareness of the factors to consider and the approach to take in determining the potential ROI on a franchise business you are considering to see if it is right for you. Read Chapter 8, pages 185 to 192, of "The Franchisee Handbook" before Session 28 |
| 28 4/28/2022 R | The Franchisee Handbook Chapter 8 "Making the Leap" | <ul style="list-style-type: none"> □ LG: Awareness of the factors to consider and the approach to take in determining the potential ROI on a franchise business you are considering to see if it is right for you. □ Read Chapter 9 of "The Franchisee Handbook" before Session 29 □ Assessment (10 of 11) on Chapter 8 (70 points) Due 11:59 pm, Apr 29 |
| 29 5/3/2022 T | The Franchisee Handbook Chapter 9 "The Die is Cast" | <ul style="list-style-type: none"> □ LG: An understanding and appreciation of the initial steps that you will need to address once you have signed on to a franchise business opportunity. □ Assessment (11 of 11) on Chapter 9 (70 points) Due 11:59 pm, May 4 |
| 30 5/5/2022 R | | <ul style="list-style-type: none"> □ Final Exam (130 points) Due 11:59 pm, May 9 |