



Spring 2023 MGMT 4306 Franchising Syllabus

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

Instructor

Bill Conwell

CRN

21880

Office:

CoBA Room 258

Class Location:

CoBA Room 332

Office Hours:

T & R; 2:00 pm to 5:30 pm

Class Days:

T & R

Class Hours:

6:00 pm to 7:20 pm

E-Mail:

wjconwell@utep.edu

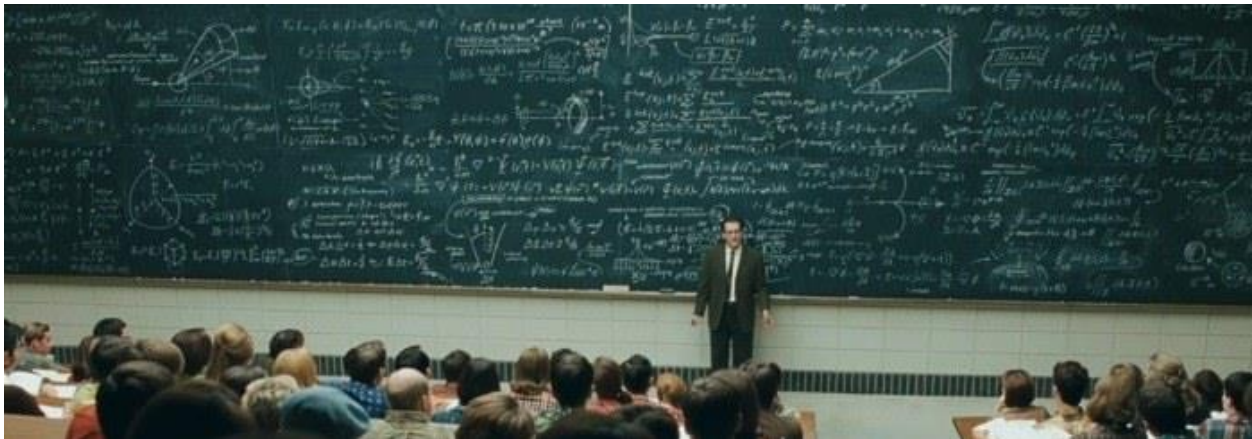
Phone:

915 747-7190

Semester:

Spring 2023

What course is this again?



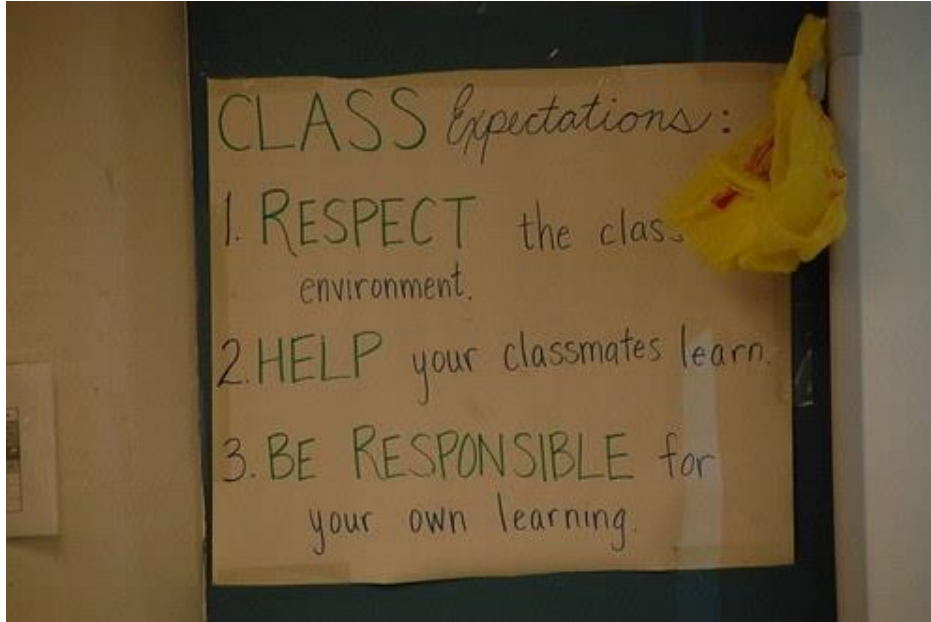
Catalog:

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.

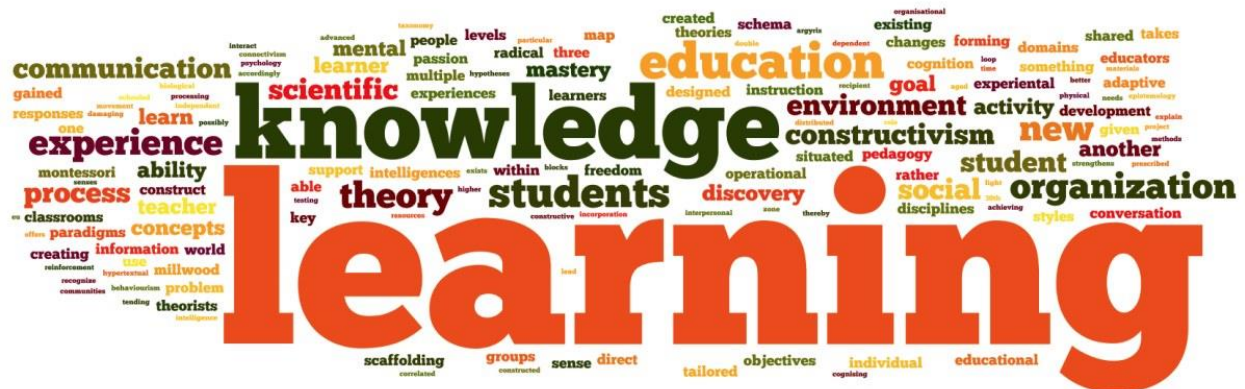
Course Expectations



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, research, and process 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.

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. Quizzes:** Quizzes on chapter material, via Blackboard, will be utilized to measure and reinforce understanding of key chapter content and learning goals. Quiz submissions are due at the time stated. **No points will be given for any late submissions.** Your (one) lowest quiz grade will be deducted from your grade calculation.
- **2. Attendance:** You need to show up to add value to your classmates, the course material, and yourself. There will be 10 random attendance audits throughout the semester. If you are absent for an audited class session, 10 points will be deducted from your grade calculation.
- **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

Quizzes (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 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 Spring 2023 Course Schedule



Subject to change if/as circumstances dictate.

Course Outline & Activity Plan:

Session	Chapters Covered	Focus/Assignments/Activities
1 1/17/2023 T	Course Intro	<p>INTRODUCTION TO MGMT 4306</p> <ul style="list-style-type: none"> • LG: Students will recognize the parameters & execution of the course and grasp some introductory and overall aspects of franchising. • Read Chapter 1 of “Franchise Your Business” before Session 2
2 1/19/2023 R	Franchise Your Business Chapter 1 “What is Franchising?”	<p>EXPLORING FRANCHISING</p> <ul style="list-style-type: none"> • LG: Students will be able to describe & explain the elements that designate a business as a franchise. • Read Chapter 2 of “Franchise Your Business” before Session 3 • Assignment: Choose a partner. Discuss with your partner and decide; “Would the two of you rather be a franchisor or a franchisee, and why or why not?” Be ready to share in Session 3 • Watch the “Franchise Pros and Cons” Video
3 1/24/2023 T	Franchise Your Business Chapter 2 “Advantages and Disadvantages of Franchising”	<p>EXPLORING FRANCHISING</p> <ul style="list-style-type: none"> • LG: Students will be able to identify & summarize the advantages & disadvantages of the franchise business format & why, or why not, it might be a viable business strategy. • Read Chapter 3 of “Franchise Your Business” before Session 4 • QUIZ (1 of 12) on Chapters 1 & 2 (70 points) Due 11:59 pm, Jan 25
4 1/26/2023 R	Franchise Your Business Chapter 3 “Is Your Business Franchisable?”	<p>EXPLORING FRANCHISING</p> <ul style="list-style-type: none"> • LG: Students will be able to identify & summarize the criteria a business should meet in order to be considered for franchising. • LG: Students will demonstrate an understanding of the necessary criteria to evaluate the feasibility of a business for franchising. • Read Chapter 4 of “Franchise Your Business” before Session 5
5 1/31/2023 T	Franchise Your Business Chapter 4 “Is Franchising Right for You?”	<p>EXPLORING FRANCHISING</p> <ul style="list-style-type: none"> • LG: Students will recognize that franchising a business is both a business and a personal decision. • LG: Students will be able to identify key factors which might impact their decision on whether or not to franchise a business. • Read Chapter 5 of “Franchise Your Business” before Session 6 • QUIZ (2 of 12) on Chapters 3 & 4 (70 points) Due 11:59 pm, Feb 1

Session	Chapters Covered	Focus/Assignments/Activities
6 2/2/2023 R	Franchise Your Business Chapter 5 “Alternatives to the Franchise Structure”	<ul style="list-style-type: none"> • EXPLORING FRANCHISING • LG: Students will be able to differentiate other types of business models than franchising that facilitate business growth using the resources of others. • Read Chapter 6 of “Franchise Your Business” before Session 7
7 2/7/2023 T	Franchise Your Business Chapter 6 “Strategy for Growth on Steroids”	<ul style="list-style-type: none"> • DEVELOPING YOUR FRANCHISE COMPANY • LG: Students will identify & grasp core planning issues and decisions that need to be dealt with in franchising a business. • LG: Students will use a fictitious business to address issues & decisions in regard to establishing it as a potential franchise. • Read Chapter 7 of “Franchise Your Business” before Session 8 • Watch the “FDD Overview” Video • QUIZ (3 of 12) on Chapters 5 & 6 (70 points) Due 11:59 pm, Feb 8
8 2/9/2023 R	Franchise Your Business Chapter 7 “Getting Legal”	<ul style="list-style-type: none"> • DEVELOPING YOUR FRANCHISE COMPANY • LG: Students will grasp the need, value, & timing for engaging expert legal resources. • LG: Students will be able to discuss & explain the contents and peculiarities of the Franchising Disclosure Document (FDD). • Read Chapter 8 of “Franchise Your Business” before Session 9
9 2/14/2023 T	Franchise Your Business Chapter 8 “Controlling Quality”	<ul style="list-style-type: none"> • DEVELOPING YOUR FRANCHISE COMPANY • LG: Students will grasp the importance of quality in protecting and promoting the franchise brand. Students will be able to discuss the 4 pillars of quality control and explain how & where they impact the franchise. • Read Chapter 9 of “Franchise Your Business” before Session 10 • QUIZ (4 of 12) on Chapters 7 & 8 (70 points) Due 11:59 pm, Feb 15
10 2/16/2023 R	Franchise Your Business <u>Chapter 9</u> “Franchise Marketing – Your Unique Message”	<ul style="list-style-type: none"> • DEVELOPING YOUR FRANCHISE COMPANY • LG: Students will recognize the key components and their role in establishing an effective marketing message for a franchise business. • LG: Students will appraise and critique sample franchise business marketing messages. • Read Chapters 10 & 11 of “Franchise Your Business” before Session 12 • QUIZ (5 of 12) on Chapter 9 of Franchise Your Business (70 points) Due 11:59 pm, Feb 17

Session	Chapters Covered	Focus/Assignments/Activities
11 2/21/2023 T	<p>Franchise Your Business</p> <p><u>Chapter 10</u> "Franchise Lead Generation"</p> <p><u>Chapter 11</u> "Selling Franchises"</p>	<p>BUILDING YOUR FRANCHISE EMPIRE</p> <ul style="list-style-type: none"> • LG: Students will grasp the importance of having a strategic approach to generating franchise leads as well as the options and methodologies utilized in the effective pursuit of those leads. • LG: Students will recognize the key activities & techniques to establish a successful franchise sales process. • LG: Students will develop guidelines, profiles, & dialogue to support a franchise sales process. • Read Chapters 12, 13, & 14 of "Franchise Your Business" before Session 9
12 2/23/2023 R	<p>Franchise Your Business</p> <p><u>Chapter 12</u> "The Franchisee-Franchisor Relationship"</p> <p><u>Chapter 13</u> "Putting It All Together"</p> <p><u>Chapter 14</u> "Taking the Leap"</p>	<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. • LG: Students will recognize the several considerations required when starting a new franchise program. Read the Introduction of "The Franchisee Handbook" before Session 13 • QUIZ (6 of 12) on Chapters 12, 13, & 14 of Franchise Your Business (70 points) Due 11:59 pm, Feb 24
13 2/28/2023 T	<p>The Franchisee Handbook</p> <p>Introduction</p>	<ul style="list-style-type: none"> • Read Chapter 1 of "The Franchisee Handbook" before Session 14 • Watch the "Should I Buy A Franchise? 5 Pros and Cons You MUST Know" Video • Assignment: Choose a partner. Discuss with your partner and decide; "Based on the first 6 weeks of course material and the content of the assigned video for this session, would the two of you rather be a franchisor or a franchisee, and why or why not?" Be ready to share in Session 14
14 3/2/2023 R	<p>The Franchisee Handbook</p> <p>Chapter 1</p> <p>"The Franchise Myth"</p>	<ul style="list-style-type: none"> • LG: Students will compare and contrast the franchising business from the point of view of the franchisor and franchisee. • LG: Separating the franchising myth and reality. • Read Chapter 2 of "The Franchisee Handbook" before Session 15

Session	Chapters Covered	Focus/Assignments/Activities
15 3/7/2023 T	The Franchisee Handbook Chapter 2 "The Secret Ingredient: You"	<ul style="list-style-type: none"> • LG: Students will grasp the fact that you, not the franchisor, are ultimately critical to your franchising success. • Read Chapter 3 of "The Franchisee Handbook" before Session 16 • Assignment: Visit the links in Blackboard to "Take 5 Oil Change Franchise Information" and "Is A Marijuana Dispensary Franchise Right for You" and be prepared to discuss in Session 16 what you believe to be the primary risks of opening each • QUIZ (7 of 12) on Chapters 1 & 2 (70 points) Due 11:59 pm, Mar 8
16 3/9/2023 R	The Franchisee Handbook Chapter 3 "Understanding Risk"	<ul style="list-style-type: none"> • LG: Students will be able to describe and discuss the various types and aspects of risk to be considered when deciding to enter into a franchising business. • LG: The necessity and consideration 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, 3/13 to 3/17		
17 3/21/2023 T	The Franchisee Handbook Chapter 4 "Narrowing the Field"	<ul style="list-style-type: none"> • LG: Students will grasp the aspects, necessity, resources, & methodologies to consider when 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 3/23/2023 R	The Franchisee Handbook Chapter 4 "Narrowing the Field"	<ul style="list-style-type: none"> • LG: Students will grasp the aspects, necessity, resources, & methodologies to consider when 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 • Assignment: Look over the Buffalo Wild Wings FDD in Blackboard before Session 19. We will be referencing it over the next few class sessions. • QUIZ (8 of 12) on Chapters 3 & 4 (70 points) Due 11:59 pm, Mar 24

Session	Chapters Covered	Focus/Assignments/Activities
19 3/28/2023 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 use it to narrow your list of potential opportunities. • LG: Students will be able to summarize the purpose and content of the Financial Disclosure Document (FDD) and its usefulness in the evaluation of a potential franchise. • Read Chapter 5, pages 88 to 96, of "The Franchisee Handbook" before Session 20 • Assignment: 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 20 – Look for 3 things that catch your attention.
20 3/30/2023 R	The Franchisee Handbook Chapter 5 "A Deeper Dive"	<ul style="list-style-type: none"> • LG: Students will be able to recognize how to utilize the FDD in a more detailed analysis of what considerations should be addressed when evaluating a potential franchise investment. • 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 21
3/30/2023 – Spring Drop/Withdrawal Date		
21 4/4/2023 T	The Franchisee Handbook Chapter 5 "A Deeper Dive"	<ul style="list-style-type: none"> • LG: Students will be able to recognize how to utilize the FDD in a more detailed analysis of what considerations should be addressed when evaluating a potential franchise investment. • Read Chapter 5, pages 105 to 113, of "The Franchisee Handbook" before Session 22
22 4/6/2023 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 use it to narrow your list of potential opportunities. • Read Chapter 6, pages 115 to 128, of "The Franchisee Handbook" before Session 23 • QUIZ (9 of 12) on Chapter 5 (70 points) Due 11:59 pm, Apr 7
23 4/11/2023 T	The Franchisee Handbook Chapter 6 "Meeting the Franchisor"	<ul style="list-style-type: none"> • LG: Students will be able to grasp the need & approach to developing a strategy that will provide maximum value when having a first meeting with a potential franchisor organization. • Read Chapter 6, pages 128 to 139, of "The Franchisee Handbook" before Session 24

Session	Chapters Covered	Focus/Assignments/Activities
24 4/13/2023 R	The Franchisee Handbook Chapter 6 "Meeting the Franchisor"	<ul style="list-style-type: none"> • LG: Students will be able to grasp the need & approach to developing a strategy that will provide maximum value when having a first meeting with a potential franchisor organization. • Read Chapter 7, pages 141 to 162, of "The Franchisee Handbook" before Session 25 • QUIZ (10 of 12) on Chapter 6 (70 points) Due 11:59 pm, Apr 14
25 4/18/2023 T	The Franchisee Handbook Chapter 7 "How Much Can I Make?"	<ul style="list-style-type: none"> • LG: Students will be able to recognize the limitations encountered in trying to establish potential earnings from a franchise as well as identify possible means & methods to develop credible estimates. • Read Chapter 7, pages 162 to 178, of "The Franchisee Handbook" before Session 26
26 4/20/2023 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 • QUIZ (11 of 12) on Chapter 7 (70 points) Due 11:59 pm, Apr 21
27 4/25/2023 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 4/27/2023 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 • QUIZ (12 of 12) on Chapter 8 (70 points) Due 11:59 pm, Apr 28
29 5/2/2023 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.
30 5/4/2023 R	Franchise Your Business The Franchisee Handbook	<ul style="list-style-type: none"> • FINAL EXAM (130 points) Due 7:20 pm, May 4 ○ Final will be cumulative (both books) ○ Final will be in classroom via Blackboard