



Summer I 2022 MGMT 4306 Franchising Syllabus

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

Instructor

Bill Conwell

CRN

31667

Office:

CoBA Room 258

Class Location:

CoBA Room 329

Office Hours:

By appointment

Class Days:

MTWRF

Class Hours:

11:40 am to 1:50 pm

E-Mail:

wjconwell@utep.edu

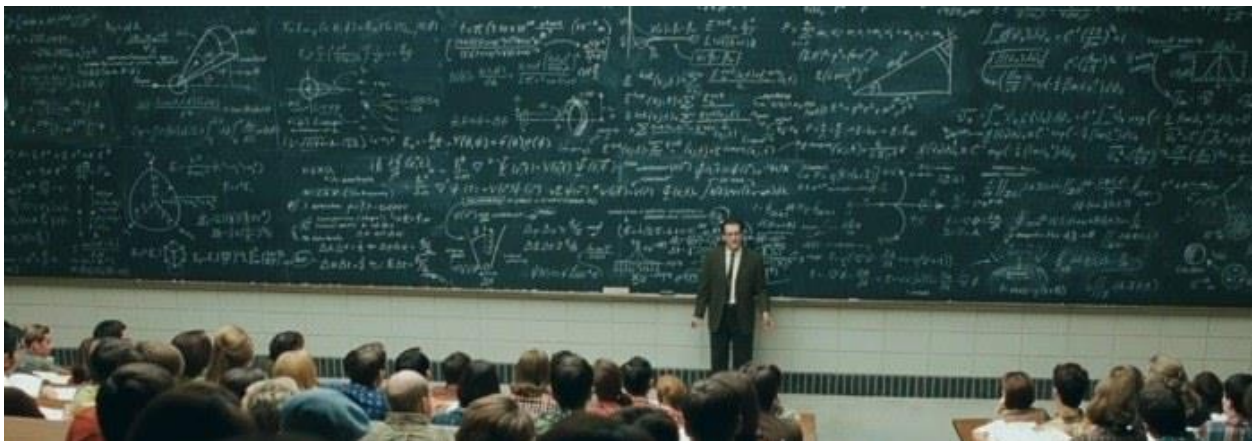
Phone:

915 747-7190

Semester:

Summer I 2022

What course is this again?



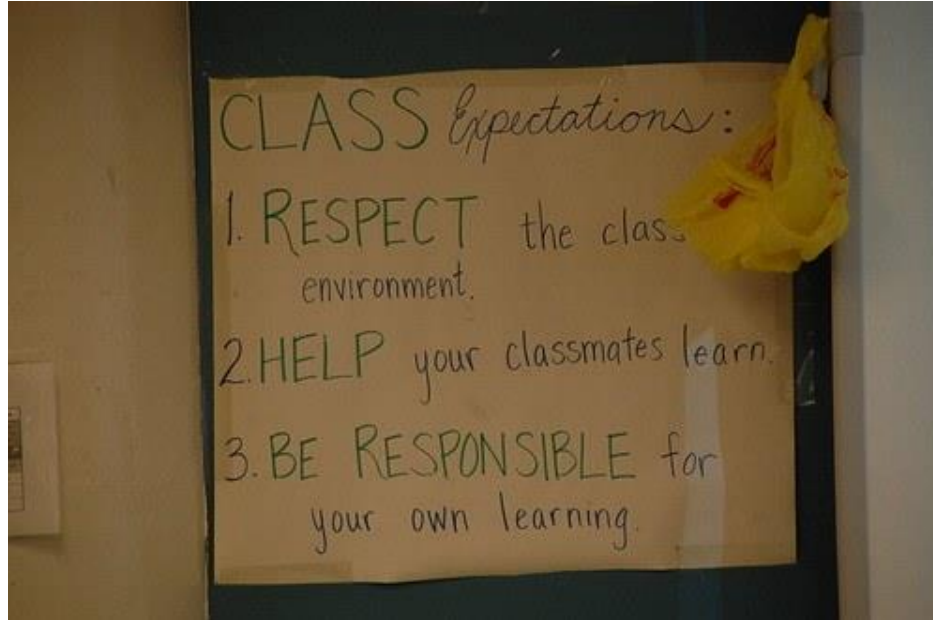
Catalog:

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 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

What am I going to learn?



Learning Outcomes:

Here is what we are going to learn:

- The role and value of Brand, AUV, and ROI in franchising.

- The importance and value of planning, strategy, and process to both franchisors and franchisees.
- The advantages and disadvantages of the franchise model to both franchisors and franchisees
- Key success factors as either a franchisor or a franchisee.
- The knowledge and perspective to decide if franchising is a viable decision for your business or you as a franchisee.

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. 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 and course session 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. The lowest (1) assessment score will not be included in 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

Assessments (18 total) @ 50 points each Points	900
Final Exam 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 Sumer I 2022 Course Schedule



Course Outline & Activity Plan (Subject to Change):

Session	Chapters Covered	Focus/Assignments/Activities
1 6/6/2022 M	Course Introduction & Overview	<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 Chapters 1 & 2 of "Franchise Your Business" before Session 2 • Assessment (1 of 19) on Syllabus & Course Overview (50 points) Due 11:59 pm, Jun 6
2 6/7/2022 T	Franchise Your Business <u>Chapter 1</u> "What is Franchising?" <u>Chapter 2</u> "Advantages and Disadvantages of Franchising"	EXPLORING FRANCHISING <ul style="list-style-type: none"> • LG (1): Students will be able to describe & explain the elements that designate a business as a franchise. • LG (2): 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 Chapters 3 & 4 of "Franchise Your Business" before Session 3 • Assessment (2 of 19) on Chapters 1 & 2 of Franchise Your Business (50 points) Due 11:59 pm, Jun 7
3 6/8/2022 W	Franchise Your Business <u>Chapter 3</u> "Is Your Business Franchisable?" <u>Chapter 4</u> "Is Franchising Right for You?"	EXPLORING FRANCHISING <ul style="list-style-type: none"> • LG (1): Students will be able to identify & summarize the criteria a business should meet in order to be considered for franchising. • LG (2): Students will demonstrate understanding of necessary criteria to evaluate feasibility of a business for franchising. • LG (3): Students will recognize that franchising a business is both a business and a personal decision. • LG (4): 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 4 • Assessment (3 of 19) on Chapters 3 & 4 of Franchise Your Business (50 points) Due 11:59 pm, Jun 8
4 6/9/2022 R	Franchise Your Business <u>Chapter 5</u> "Alternatives to the Franchise Structure"	EXPLORING FRANCHISING <ul style="list-style-type: none"> • 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 5 • Assessment (4 of 19) on Chapter 5 of Franchise Your Business (50 points) Due 11:59 pm, Jun 9

Session	Chapters Covered	Focus/Assignments/Activities
5 6/10/2022 F	Franchise Your Business <u>Chapter 6</u> "Strategy for Growth on Steroids"	DEVELOPING YOUR FRANCHISE COMPANY <ul style="list-style-type: none"> • LG (1): Students will identify & grasp core planning issues and decisions that need to be dealt with in franchising a business. • LG (2): Students will use a fictitious business to address issues & decisions in regard to establishing it as a potential franchise. • Read Chapters 7 & 8 of "Franchise Your Business" before Session 6 • Review FDD for Buffalo Wild Wings • Assessment (5 of 19) on Chapter 6 of Franchise Your Business (50 points) Due 11:59 pm, Jun 10
6 6/13/2022 M	Franchise Your Business <u>Chapter 7</u> "Getting Legal" <u>Chapter 8</u> "Controlling Quality"	DEVELOPING YOUR FRANCHISE COMPANY <ul style="list-style-type: none"> • LG (1): Students will grasp the need, value, & timing for engaging expert legal resources. • LG (2): Students will be able to discuss & explain the contents and peculiarities of the Franchising Disclosure Document (FDD). • LG (3): 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 7 • Assessment (6 of 19) on Chapters 7 & 8 of Franchise Your Business (50 points) Due 11:59 pm, Jun 13
7 6/14/2022 T	Franchise Your Business <u>Chapter 9</u> "Franchise Marketing – Your Unique Message"	DEVELOPING YOUR FRANCHISE COMPANY <ul style="list-style-type: none"> • LG (1): Students will recognize the key components and their role in establishing an effective marketing message for a franchise business. • LG (2): Students will appraise and critique sample franchise business marketing messages. • Read Chapter 10 of "Franchise Your Business" before Session 8 • Assessment (7 of 19) on Chapter 9 of Franchise Your Business (50 points) Due 11:59 pm, Jun 14
8 6/15/2022 W	Franchise Your Business <u>Chapter 10</u> "Franchise Lead Generation"	BUILDING YOUR FRANCHISE EMPIRE <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. • Read Chapter 11 of "Franchise Your Business" before Session 9 • Assessment (8 of 19) on Chapter 10 of Franchise Your Business (50 points) Due 11:59 pm, Jun 15

Session	Chapters Covered	Focus/Assignments/Activities
9 6/16/2022 R	Franchise Your Business <u>Chapter 11</u> "Selling Franchises"	BUILDING YOUR FRANCHISE EMPIRE <ul style="list-style-type: none"> • LG (1): Students will recognize the key activities & techniques to establish a successful franchise sales process. • LG (2): Students will develop guidelines, profiles, & dialogue to support a franchise sales process. • Read Chapters 12, 13, & 14 of "Franchise Your Business" before Session 10 • Assessment (9 of 19) on Chapter 11 of Franchise Your Business (50 points) Due 11:59 pm, Jun 16
10 6/17/2022 F	Franchise Your Business <u>Chapter 12</u> "The Franchisee-Franchisor Relationship" <u>Chapter 13</u> "Putting It All Together" <u>Chapter 14</u> "Taking The Leap"	BUILDING YOUR FRANCHISE EMPIRE <ul style="list-style-type: none"> • LG: Students will be able to compare & contrast the business goals and interests of both franchisors and franchisees. Students will recognized the several considerations required when starting a new franchise program. • Read Chapters 1 & 2 of "The Franchisee Handbook" before Session 11 • Assessment (10 of 19) on Chapters 12, 13, & 14 of Franchise Your Business (50 points) Due 11:59 pm, Jun 17
11 6/20/2022 M	The Franchisee Handbook <u>Chapter 1</u> "The Franchise Myth" <u>Chapter 2</u> "The Secret Ingredient: You"	<ul style="list-style-type: none"> • LG (1): Students will compare and contrast the franchising business from the point of view of the franchisor and franchisee. • LG (2): Students will grasp the fact that you, not the franchisor, are ultimately critical to your franchise success. • Read Chapter 3 of "The Franchisee Handbook" before Session 12 • Assessment (11 of 19) on Chapters 1 & 2 of The Franchisee Handbook (50 points) Due 11:59 pm, Jun 20
12 6/21/2022 T	The Franchisee Handbook <u>Chapter 3</u> "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. • Read Chapter 4 of "The Franchisee Handbook" before Session 13 • Assessment (12 of 19) on Chapter 3 of The Franchisee Handbook (50 points) Due 11:59 pm, Jun 21

Session	Chapters Covered	Focus/Assignments/Activities
13 6/22/2022 W	The Franchisee Handbook <u>Chapter 4</u> "Narrowing the Field"	<ul style="list-style-type: none"> □ LG: Students will grasp the aspects, necessity, resources, & methodologies to consider when searching & narrowing the possibilities for a "best fit" franchise. □ Read Chapter 5, pages 75 to 93, of "The Franchisee Handbook" before Session 14 □ Assessment (13 of 19) on Chapter 4 of The Franchisee Handbook (50 points) Due 11:59 pm, Jun 22
14 6/23/2022 R	The Franchisee Handbook <u>Chapter 5</u> "A Deeper Dive"	<ul style="list-style-type: none"> □ 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 93 to 113, of "The Franchisee Handbook" before Session 15 □ Assessment (14 of 19) on Chapter 5, pages 75 to 93, of The Franchisee Handbook (50 points) Due 11:59 pm, Jun 23
15 6/24/2022 F	The Franchisee Handbook <u>Chapter 5</u> "A Deeper Dive"	<ul style="list-style-type: none"> □ LG: Students will be able to recognize how utilize the FDD in a more detailed analysis of what considerations should be addressed when evaluating a potential franchise investment. □ Read Chapter 6 of "The Franchisee Handbook" before Session 16 □ Assessment (15 of 19) on Chapter 5, pages 93 to 113, of The Franchisee Handbook (50 points) Due 11:59 pm, Jun 24
16 6/27/2022 M	The Franchisee Handbook <u>Chapter 6</u> "Meeting the Franchisor"	<ul style="list-style-type: none"> □ LG: Students will be able to grasp the need & approach to develop 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 17 □ Assessment (16 of 19) on Chapter 6 of The Franchisee Handbook (50 points) Due 11:59 pm, Jun 27
17 6/28/2022 T	The Franchisee Handbook <u>Chapter 7</u> "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 18 □ Assessment (17 of 19) on Chapter 7, pages 141 to 162, of The Franchisee Handbook (50 points) Due 11:59 pm, Jun 28

Session	Chapters Covered	Focus/Assignments/Activities
18 6/29/2022 W	The Franchisee Handbook <u>Chapter 7</u> "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 Chapters 8 & 9 of "The Franchisee Handbook" before Session 19 □ Assessment (18 of 19) on Chapter 7, pages 162 to 178, of The Franchisee Handbook (50 points) Due 11:59 pm, Jun 29
19 6/30/2022 R	The Franchisee Handbook <u>Chapter 8</u> "Making the Leap" <u>Chapter 9</u> "The Die is Cast"	<ul style="list-style-type: none"> □ LG: Students will be able to grasp the final calculations, evaluations, and steps required to launch a business enterprise as a franchisee. □ Assessment (19 of 19) on Chapters 8 & 9 of The Franchisee Handbook (50 points) Due 11:59 pm, Jun 30
20 7/1/2022 F	FINAL EXAM	<ul style="list-style-type: none"> □ FINAL EXAM (100 points) Due 1:50 pm, Jul 1