Syllabus SBA students will graduate being:

- Effective Communicators
- Critical Thinkers
- Able to Analyze Ethical Problems
- Global in their perspective
- Knowledgeable about the essentials of business

Mgt 459 contributes to these goals through its student learning outcomes . . . Mgt 459 : Franchise Management

At the end of the course, students should be able to:

1. Evaluate Franchise offerings with a critical analysis
2. Articulate the indicators and contra-indicators of when franchising should be a viable business strategy
3. Differentiate between the challenges and rewards faced by franchisors and franchisees, and the legal duties of both.
4. Develop a business plan for the launch of a new franchise opportunity sufficient to sell the concept to a banker or other lender.
5. Provide the key elements of a franchise disclosure document
6. Identify the primary sources of conflict between franchisors and franchisees
7. Articulate the feasibility of franchising as a growth strategy in new entrepreneurial ventures.

Course Description:
This course will expose students to the history and elements of franchising. We will explore the Pros and Cons of franchising as well as review case studies that expose the challenges to success for both franchisees and franchisors under different and challenging circumstances within various industries. We will review the legal and regulatory requirements associated with franchising and explore the elements that might point towards choosing a franchise that would be right for you.

Course Materials:

- Shane, S. (2005). *From Ice Cream to the Internet, using Franchising to drive the growth and profits of your company*. Prentice-Hall.

Supplemental Reading Case Studies:

- Krispey Kreme – The Franchisor that went stale. Kellogg School of Management
- ProntoWash: Washing the world’s cars to a tango beat. Harvard Business School
- Pizza Hut, Inc. Harvard Business School

Course Grading:
Exam 1 20%, Exam 2 20%, Group Project 20%, Class Participation 20%, Case Study Write ups 20%