

University of North Carolina at Greensboro
Bryan School of Business and Economics
Department of MEHT
ENT/STH/BUS 338 Global Franchising
Fall 2018

COURSE NUMBER & TITLE:

ENT/STH/BUS 338-01 Global Franchising

CREDITS: 3

PREREQUISITES/COREQUISITES: ENT/FIN 200 or ACC201 plus a working knowledge of online courses, including uploading videos and files. Basic computer competency is expected. If you have any technical issues, please contact 6-tech@uncg.edu. If you need assistance with digital media, please go to the Digital Media Commons in the library (library.uncg.edu/spaces/dmc/). **Also, exam dates are fixed (not subject to change for individuals) and you need to be sure that you are available during exam dates which are; Feb 4 12:00pm-6:00pm, Feb 25 12:00pm-6:00pm, and April 22 12:00pm-6:00pm. If you are not available during these dates please drop the class.**

FOR WHOM PLANNED: This course gives entrepreneurial minded students with global franchising aspirations a chance to learn how to evaluate and embark on a new venture. This course combines independent flexible study modules and team projects.

PROFESSOR INFORMATION:

Dianne H.B. Welsh, Ph.D.

Hayes Distinguished Professor of Entrepreneurship and Founder, Entrepreneurship Programs

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Office hours: 1:00-2:00 pm Monday (in Canvas WebEX) or by appointment

COURSE DESCRIPTION: Introduces the student to opportunities in franchising around the world, including becoming a franchisee, franchisor, or working with a franchise company. Students evaluate global franchise opportunities. This course counts as an approved GL course.

STUDENT LEARNING OUTCOMES:

1. *Recognize* franchising principles, including how franchises differ from independent businesses.
2. *Discriminate* between the roles of the franchisors and franchisees in successful franchise systems.
3. *Analyze* a Franchise Disclosure Document (FDD).
4. *Evaluate* franchise opportunities worldwide.
5. *Evaluate* ethical perspectives on the role of women, religion, and legal issues within a global franchising framework.

6. *Examine* environmental, historical, social, economic, political and /or cultural factors relevant to understanding franchising within the global framework.

REQUIRED TEXT:

Judd, R., & Justis, R. (2008). *Franchising: An Entrepreneur’s Guide, (4th ed.)* Mason, OH: Thomson. ISBN: 13: 978-0-7593-6705-0. Available in paperback and online. I have left a copy on 2-hour reserve in the library but you need a text to do well in the class.

SUPPLEMENTAL READINGS:

Cases provided by the professor and posted on canvas. These include, “Franchise Relations in the Gulf Region of the Middle East: The Case of the Elegant Shoplifter” by Dianne H.B. Welsh and “To Market to Market: An Independent Luxury Hotels Battle for Survival in Germany” by Udo Schlenrich and Margaret Naumes. Also articles to supplement the textbook for currency, including a chapter by Dianne H.B. Welsh, “The Importance of Family Businesses to Worldwide Franchising,” sample Franchise Disclosure Document from Dunkin’ Donuts Franchising, LLC, State of California website for Franchise Disclosure Documents, “Introduction to Franchising,” by Barbara Beshel, and “Franchising Business Outlook for 2015” by the International Franchising Association.

EVALUATION AND GRADING POLICY:

Activity Points

Exam 1	100
Exam 2	100
Exam 3	100
Franchise Project	100 (40 points written Business Model, 10 points financials, 10 points total for Porter’s Five Forces and Competitive Analysis Grid, 10 points Power Point Slides, 30 points video presentation using Power Point slides)
Case Studies (3)	33 (3 cases x 11 points=33 points)
Class Discussion	14 (14 classes x 1 points=14 points) (Board on Canvas weekly min. 3 posts)
Surveys	3 (Entrepreneur Propensity Survey and PsyCap-Must take both surveys at the beginning and at the end of the class to earn points.)
Total Points	450

A+	441-450	C	329-350
A	418-440	C-	315-328
A-	405-417	D+	306-314
B+	396-404	D	284-305
B	374-395	D-	283-270
B-	360-373	F	269-or less
C+	351-359		

NOTE: There is no use of notes, books, or any materials when taking the exams, Canvas website allows the professor to see if you left the exam browser window and monitors how long you left for each question. This is violation of the Academic Integrity Policy and will be reported.

Global Perspectives Student Learning Outcomes

1. Find, interpret, and evaluate information on diverse cultures.

2. Describe interconnections among regions of the world.
3. Use diverse cultural frames of reference and alternative perspectives to analyze issues.

Assignments	Coverage	Possible Points	Details	Percentage of Total Points	GL Student Learning Outcomes
Case Study- Gulf Region of the Middle East		11	Individual	2.45%	SLO 1, 2, 3
Case Study- Int'l Hotel in Germany		11	Individual	2.45%	SLO 1, 2, 3
Case Study- Subs by Design- Family Business Franchise		11	Individual	2.45%	

Description of Case Studies:

• **Gulf Region of the Middle East by Welsh, D.H.B., Raven, P., and Al-Bisher, F.:** The case involves a woman shoplifting from a retail franchise showroom in Kuwait. Shoplifting is on the rise in the Gulf Region and has become a major problem for retailers. The reader must consider the given issue to decide about how the shoplifting by a woman would be handled by management; what are the rights and responsibilities of the companies considering local law, cultural and religious rights, and the utilization of trained security.

• **To Market, To Market – An Independent Luxury Hotel’s Battle for Survival by Schlenrich, U. A., Naumes, M. J.:** The case was developed to give students the opportunity to evaluate global entrepreneurship marketing strategies that an independent luxury hotel could employ to achieve maximum market penetration and profitability. In view of the strong competition from international branded hotel chains and the changes that were taking place in the external environment, the management of the Nassauer Hof Hotel felt that new ‘out of the box’ thinking was required to ensure the viability of their property.

• **Subs by Design – The Case of a Family Business in Transition by Fuller, B.K.:** This case focuses on the growth of a family-owned franchise from its inception in 1987 to 12 stores in 2008. The case first concentrates on the issue of growth by providing students with an opportunity to develop a profit and loss statement for a new store offered to the franchisee. All the key figures available to the entrepreneur are provided allowing students to put themselves into the role of the decision-maker.

Course Schedule

<i>Week of</i>	<i>Topics</i>	<i>Assignments</i>
Week 1 Jan 8-14	Introduction to Global Franchising Class Overview, Introductions, In-Class Networking Ch. 1, 2 <i>America's Best and Worst Food Franchises / Top Franchises 2016</i> <i>Video – Introduction to Franchising – Building a Franchise – The SUBWAY Model</i>	Respond to discussion board for class and introduce yourself to the class. Introductions due by January 7 at class time. Identify a country you would like to study in depth for the semester and share through the Discussion Board. Take the ENT Propensity and PsyCap surveys, due by Jan 14 11:59 pm Read syllabus thoroughly Read Ch. 1 & 2 Review Power Point Slides
Week 2 Jan 16-21	The Franchise Business Plan & Market Process Ch. 3, 4, 5	Read Ch. 3, 4 & 5 Review Power Point Slides
Week 3 Jan 22-28	See Library Guide for the class. Running a Franchise Globally Ch. 8 & 9 Review for Exam	Read Ch. 8 & 9 Review Power Point Slides
Week 4 Jan 29- Feb 4	GUEST SPEAKER: Gary Fly, Former Waffle House Franchisee, Marketing Consultant EXAM 1 (Feb 4 12:00pm-6:00pm)	Ch. 1, 2, 3, 4, 5, 8, & 9
Week 5 Feb 5-11	Franchise Legal Documents, Protecting & Financing a Franchise Ch. 13 & 14 Answer Questions at the end of the Case and Discuss on Discussion Board	Read Ch. 13 & 14 and the Case, “Franchise Relations in the Gulf Region: The Case of the Elegant Shoplifter” Review Power Point Slides
Week 6 Feb 12-18	Managing a Franchise Globally Ch. 15, 16, 17	Read Ch. 15, 16, & 17 Review Power Point Slides
Week 7 Feb 19-25	GUEST SPEAKER: Andy Strand, Subway Franchisee EXAM 2 (Feb 25 12:00pm-6:00pm)	Ch. 13, 14, 15, 16 & 17 & Class Materials
Week 8 Feb 26- Mar 2	Marketing & Franchise Support, Social Responsibility in International and Domestic Markets Ch. 18, 19, & 20 Answer Questions at the end of the Case and Discuss on Discussion Board	Read Ch. 18, 19, & 20 Review Power Point Slides Read the Case, “Subs by Design”-Family Business Franchising

Week 10 Mar 12-18	Class Team Exercise: Answer Questions at the end of the Case and Discuss on Canvas GUEST SPEAKER: Mary Beth Ebert, owner, Friendly Pets	Read the Case, "To Market, to Market" German Franchise Hotel Case Former Franchisee and now Independent Business Owner
Week 11 Mar 19-25	Business Ethics Differences Globally & International Franchising Ch. 21 & 22	Read Ch. 21 & 22 Review Power Point slides
Week 12&13 Mar 26-Apr 1	Franchise Business Model	Complete the Franchise Business Model and Attachments ALL WRITTEN BUSINESS MODELS AND POWER POINT SLIDES DUE April 1 11:59 pm
Week 14 Apr 2-8	Presentations	Your Video due April 5 11:59 pm Posts on feedback on 3 others' videos due by April 8 11:59 pm
Week 15 Apr 9-15	Review for Exam	Chapters 18, 19, 20, 21 & 22 & Class Materials
April 16 -22	EXAM 3 (April 22 12:00pm-6:00pm)	Take the ENT Propensity and PsyCap Surveys (must take both at beginning and end of class to earn points) Due April 22 11:59 pm
Last Week: April 23-25		

Academic Integrity Policy:

Students are expected to know and abide by the Honor Code in all matters pertaining to this course. Violations of this code will be pursued in accordance with the code. The link to UNCG's academic integrity policy is:

https://bryan.uncg.edu/wp-content/uploads/2017/08/faculty_student_guidelines.pdf

Accessibility Policy (Distance Learning)

<http://ods.uncg.edu/policies-procedures/distance-learning/>

Academic Recourses

<http://uncg.libguides.com/ent338>

Faculty and Student Guidelines:

Please familiarize yourself with the Bryan School's *Faculty and Student Guidelines*. These guidelines establish principles and expectations for the administration, faculty, staff, and students of the Bryan School of Business and Economics. The link for this document is:

http://bryan.uncg.edu/wp-content/uploads/2012/08/faculty_student_guidelines.pdf

Technical Support

If you have a different system than UNCG computer system, we suggest to change with a system which is compatible with UNCG's system. Also, when you have technical difficulties you have to report to 6-TECH for assignments and test taking.

<https://its.uncg.edu/services>

Links to Surveys

https://uncg.qualtrics.com/jfe/form/SV_cO3o3IOra7jvBNX (Links to an external site.)

https://uncg.qualtrics.com/jfe/form/SV_8wb5BNRkGeWeAct (Links to an external site.)

By signing the statement, I acknowledge that I have read the syllabus with the due dates and will be prepared to complete all work, including exams, on the assigned due dates. Therefore, I will arrange my other activities (work, sports, etc.) around the exam time. If I forget to take the exam, it is a 0.

Sign and acknowledge