

**University of North Carolina at Greensboro**

**Bryan School of Business and Economics**

**Department of MEHT**

**ENT 338 Global Franchising**

**Fall 2024**

**Online**

Mr. Keith J. Hamm., no reprints or reproductions without permission

**PROFESSOR INFORMATION:**

Mr. Keith Hamm

E-mail: [kjhamm@uncg.edu](mailto:kjhamm@uncg.edu)

Office hours: 3:00pm-4:00pm (Canvas Zoom) Monday or by appointment, except on official university holidays. Students must join the Canvas Zoom meeting no later than 3:05 pm so I know that you're joining the meeting. If there are no participants by 3:15 pm, the meeting will close. If you are unable to join in person, you can view the recordings for a limited amount of time in the Cloud under Zoom in Canvas.

**CREDITS: 3**

**PREREQUISITES/COREQUISITES:** ENT/FIN 200 or ACC 201 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](mailto: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/](http://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 Sunday, Sept. 15th 12:00pm-6:00pm, Sunday, Oct. 6th 12:00pm-6:00pm, and Sunday, Nov. 24th from 12:00 pm-6:00 pm (YOU MUST ENTER THE EXAM BY 4:00 PM). If you are not available during these dates, please drop the class.** If you are in more than one of my classes with the same exam date (TBA), Please email me.

**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 projects.

**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.J., & Justis, R.T. (2008). *Franchising: An Entrepreneur’s Guide*, (4th ed.) Mason, OH: Cengage Learning. ISBN: 978-0-759-36705-0. Available in Course Materials in Canvas.

**Evaluation and Grading Policy**

Exam 1	100
Exam 2	100
Exam 3	100
Discussion Board	60 (6 points for 10 class discussions)
Franchise Project	70 (40 points written Business Model, 10 points financials, 5 points Porter’s Five Forces, 5 points Competitive Analysis Grid, 10 points Power Point Presentation)
Video Presentation	30 (using Power Point slides, you cannot pass the class without completing the video presentation)
Business Model	10
Presentation	10 Feedback on your classmates videos
<b>Total</b>	<b>480</b>

Extra Credit scenarios	25
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**Grading Policy. Divide points you have by the total number of possible points (450) to achieve your grade.**

A	93-100%	B	83-86%	C	73-76%	D	60-66%
A-	90-92%	B-	80-82%	C-	70-72%	F	Below 60%
B+	87-89%	C+	77-79%	D+	67-69%		

**Midterm Grade:**

All instructors are now required by UNCG to post a midterm grade for each student.

In keeping with UNCG policy, I will post a midterm grade for you in UNCGenie between Sept. 16-27, 2024. That grade will not appear on your transcript or in your GPA calculations. Instead, it is intended to help you and your academic advisor understand how you are doing in the course up to that point. If you review your midterm grade and find it to be lower than you hoped, I encourage you to talk to me so we can make a plan together for your success. The midterm grade will be calculated as total points the student earned so far as of Sept. 16, 2024. divided by total points possible as of Sept. 16, 2024 (date midterm grades open for instructors to enter). Extra credit points (if applicable) will be added in at the end of the semester and will not be included in the midterm grade.

**NOTE: There is no use of notes, books, or any materials when taking the exams, Canvas 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.

**VERY IMPORTANT NOTE: YOUR WEEKLY ASSIGNMENTS AND DUE DATES ARE SPECIFIED IN THE CANVAS SITE. ALL ASSIGNMENTS ARE DUE SUNDAY 11:59 PM**

**UNLESS SPECIFIED BELOW ON THE CALENDAR. EXAMS ARE USUALLY SUNDAY 12pm-6 PM (ENTER BY 4:00 PM). IT IS YOUR RESPONSIBILITY TO CHECK THE CANVAS SITE AND DO YOUR ASSIGNMENTS ON TIME.**

### **Late Work Penalty:**

**Assignments may not be submitted late.** Exceptions will be granted only in rare circumstances and be evaluated on a case-by-case basis. If an exception is granted, there will be a 25%-point subtraction for each day the assignment is handed in late. Exams must be taken the day they are scheduled unless you have a written medical excuse. There are no late assignments accepted for extra credit quizzes.

### **Starfish**

As part of a strategy to support students, UNCG now requires faculty to send in student performance reports via Starfish in weeks 4, 7, and 12. Their intention is to offer students help, and not to single any one out

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.

### **Artificial Intelligence**

The use of AI to generate any part of your assignments for this course constitutes a violation of the University's policy on plagiarism, because it represents thoughts or ideas of another as your own.

### **Assignment/Discussion Questions**

All answers to questions must include a sentence or two with the page number of the textbook in references (example: p. 81). This includes videos of guest speakers. All assignment answers must include the information from the textbook for complete answers to earn full points and the three posts must be detailed.

### **Religious Observance and Class Attendance Policy**

[https://drive.google.com/file/d/0B3\\_J3Uix1B4UeTV4Nk1vVFJoVFE/view](https://drive.google.com/file/d/0B3_J3Uix1B4UeTV4Nk1vVFJoVFE/view)

**Accessibility Policy (Distance Learning)** <http://ods.uncg.edu/policies-procedures/distance-learning/>

### **Library Guide for Class**

<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:

<https://bryan.uncg.edu/wp-content/uploads/2017/08/Faculty-and-Student-Guidelines-2018-2019.pdf>

### **Technical Support**

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

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

### **Health and Wellness**

Your health impacts your learning. Throughout your time in college, you may experience a range of health issues that can cause barriers to your learning. These might include physical ailments, illnesses, strained relationships, anxiety, high levels of stress, alcohol/drug problems, feeling down, or loss of

motivation. Student Health Services and The Counseling Center can help with these or other issues you may be experiencing. You can learn about the free, confidential mental health services available on campus by calling 336-334-5874, visiting the website at <https://shs.uncg.edu/> or visiting the Anna M. Gove Student Health Center at 107 Gray Drive. Help is always available.

### **Academic Accommodations**

The University of North Carolina at Greensboro respects and welcomes students of all backgrounds and abilities. If you feel you will encounter any barriers to full participation in this course due to the impact of a disability, please contact the Office of Accessibility Resources and Services (OARS). The OARS staff can meet with you to discuss the barriers you are experiencing and explain the eligibility process for establishing academic accommodations. You can learn more about OARS by visiting their website at <https://ods.uncg.edu/> or by calling 336-334-544 or visiting them in Suite 215, EUC.

As always, please contact us if there is anything we can do in Student Affairs to help you support our students. We share the goal of student success.

Electronic Test: In this course, students will complete all tests and exams in Canvas. With the electronic version of the test, you will not be able to see more than one question at a time, and you will not be able to go back to questions after you have answered them. This course will require the use of LockDown Browser and Monitor for online exams, including the final. Students are responsible for making sure that their computer works with the Respondus Lockdown Browser and Monitor before attempting to take any test or exam. Failure to make sure that you can use the Respondus Lockdown Browser and Monitor may prevent you from completing a test or exam and may have an impact on your grade.

Review the following information sheet for more information about Respondus Lockdown Browser and Monitor:

<https://web.respondus.com/wp-content/uploads/2019/08/RLDB-QuickStartGuide-Instructure-Student.pdf>

Also Please review the video at this link:

<https://youtu.be/XuX8WoeAyCs>

Here is a link to the page containing the software you will need.

<https://software.uncg.edu/Available/Respondus-Lockdown-Browser>

If you need assistance with the Respondus Lockdown Browser and Monitor Contact:

Information Technology Services

UNC Greensboro

**Location** 1400 Spring Garden Street

Greensboro, NC 27403

**Mailing Address** PO Box 26170,

Greensboro, NC 27402-6170

**Telephone** 336.334.5000

## Technical Support

336.256.TECH (8324)

When taking an online test or exam, refer to the following REQUIREMENTS:

- Make sure the location you are taking the test/exam is free from interruptions.
- No one should be in the same room with you while you are taking any test or exam for ENT206 unless you are in a UNCG lab. Do not talk to anyone during the test.
- Turn off all mobile devices, phones, etc.
- Clear the area of all materials – books, papers, other devices
- Remain at the location for the entire test or exam
- LockDown Browser will prevent you from exiting the test or exam until all questions are completed and submitted. You will not be able to access other websites or applications during tests or exams. Points: Tests represent 40 percent of your course grade. Students are responsible for reviewing all course materials identified as a part of each module. Tests may consist of any combination of multiple-choice, true/false, and short essays. These questions will cover material from class activities, lectures, guest speakers, AND readings.
- **All cases of cheating and academic dishonesty will be referred to the UNCG Academic Integrity process.**
- It is the student's responsibility to make sure they have a computer that will work while they are taking tests and exams in this course.

### **A COMPUTER IS REQUIRED TO TAKE ALL Tests.**

All Tests will be taken online. If you do not have a computer or laptop, you can borrow/rent a laptop from the library on a first-come, first-served basis. You cannot take exams without a computer. There are no paper exams. Tablets typically may not work effectively for taking exams. Be sure your computer can connect to Canvas before the test or exam day. You may need to visit ITS in McIver Building for assistance with getting online if you are having trouble. Tests are designed to include material from readings, podcasts, lectures, guest

speakers & in-class assignments. Therefore, if you do not read or listen to course resources and complete course lectures/activities, it will be difficult to pass the class. You will not receive any additional extra individual credit assignments, and your grade will not be changed at the end of the semester for any reason except for a clerical error on my part

# Calendar

<p>Week 1 (Aug 20-25)</p>	<p><b>Introduction to Global Franchising</b> Class Overview, Introductions, In-Class Networking Ch. 1, 2</p>	<p>1- Network 2- Read syllabus thoroughly 3- Read Ch. 1 &amp; 2 4- Review Power Point Slides 5- Answers to the Discussion are due <b>Thursday at 11:59pm</b> 6- Posts for the Discussion are due <b>Sunday at 11:59pm</b> 7- Discussion: <i>Introduce Yourself</i> is due <b>Sunday at 11:59pm</b></p>
<p>Week 2 (Aug 26-Sept1)</p>	<p><b>The Franchise Business Plan &amp; Market Process</b> Ch. 3, 4, 5</p>	<p>1- Read Ch. 3, 4 &amp; 5 2- Review Power Point Slides 3- Answers to the Discussion are due <b>Thursday at 11:59pm</b> 4- Posts for the Discussion are due <b>Sunday at 11:59pm</b></p>
<p>Week 3 (Sept 3- Sept 8) Sept 2<sup>nd</sup> Labor Day</p>	<p><b>Running a Franchise Globally</b> Ch. 8 &amp; 9</p>	<p>1- Read Ch. 8 &amp; 9 2- Review Power Point Slides 3- Answers to the Discussion are due <b>Thursday at 11:59pm</b> 4- Posts for the Discussion are due <b>Sunday at 11:59pm</b> 5- Complete Franchisor Business Model idea</p>
<p>Week 4 (Sept 9-15)</p>	<p>Mogul Talk with Hamm Review for Exam</p>	<p>1- <b>Watch Prof Hamm Video</b> 2- Answers to the Discussion are due <b>Thursday at 11:59pm</b> 3- Posts for the Discussion are due <b>Sunday at 11:59pm</b></p> <p>Ch. 1, 2, 3, 4, 5, 8, &amp; 9 <b>EXAM 1 Sunday, Sept 15 12:00pm-6:00pm</b> <b>Must enter by 4:00 pm</b></p>
<p>Week 5 (Sept16-22)</p>	<p><b>Franchise Legal Documents, Protecting &amp; Financing a Franchise</b>  Ch. 13 &amp; 14</p>	<p>1- Read Ch. 13 &amp; 14 2- Review Power Point Slides 3- Answers to the Discussion are due <b>Thursday at 11:59pm</b> 4- Posts for the Discussion are due <b>Sunday at 11:59pm</b></p>

Week 6 (Sept 23-29)	<b>Managing a Franchise Globally</b>  Ch. 15, 16, & 17	<b>1- Read Ch. 15, 16, &amp; 17</b> <b>2- Review Power Point Slides</b> <b>3- Answers to the Discussion are due Thursday at 11:59pm</b> <b>4- Posts for the Discussion are due Sunday at 11:59pm</b>
Week 7 (Sept 30-Oct 6)	Review for Exam	Ch. 13, 14, 15, 16 & 17 & Class Materials <b>EXAM 2 Sunday, Oct 6 12:00pm-6:00pm</b> <b>Must enter by 4:00 pm</b>
Week 8 (Oct 7-13)	<b>Marketing &amp; Franchise Support, Social Responsibility in International and Domestic Markets</b> Ch. 18, 19, & 20	<b>1- Read Ch. 18, 19, &amp; 20</b> <b>2- Review Power Point Slides</b> <b>4- Answers to the Discussion are due Thursday at 11:59pm</b> <b>5- Posts for the Discussion are due Sunday at 11:59pm</b>
<b>Oct 14-15</b> <b>FALL BREAK</b>	Fall Break No Class	Enjoy
Week 9 (Oct 16-20)	Mogul Talk. Real World Lecture – Prof. Hamm	Watch the Video
Week 10 (Oct 21-27)	<b>Business Ethics Differences Globally &amp; International Franchising</b> Ch. 21 & 22	<b>1- Read Ch. 21 &amp; 22</b> <b>2- Review Power Point slides</b> <b>3- Appendices to Business Model, Financials, Porter’s Five Forces, Competitive Analysis Grid, Appendix of Your Choice</b> <b>4- Answers to the Discussion are due Thursday at 11:59pm</b> <b>5- Posts for the Discussion are due Sunday at 11:59pm</b>  <b>6- Complete Extra Credit Business Scenarios (Optional)</b>

Week 11 (Oct 28-Nov 3)	Franchise Business Model	Complete the Franchise Business Model <b>with Appendices</b> and submit Nov 3 11:59 pm
Week 12 (Nov 4-Nov 10)	PowerPoint Presentations	Power Point Slides and Video Presentations <b>due Thursday</b>  <b>Nov 7 11:59 pm</b> <b>2-</b> Detailed posts on feedback on 3 others' Power Point slides and videos <b>due Nov 10 11:59 pm</b> NOTE: You must use your Power Point slides in your Video Presentation (requirement) <b>3-</b> Answers to the Discussion are due <b>Thursday at 11:59pm</b> <b>4-</b> Posts for the Discussion are due <b>Sunday at 11:59pm</b>
Week 13 (Nov 11-17)	Review for Exam	Chapters 18, 19, 20, 21 & 22 & Class Materials
Week 14 (Nov 18-24)	Mogul Talk with Hamm  Review for Exam	Answers to the Discussion are due <b>Thursday at 11:59pm</b> <b>5-</b> Posts for the Discussion are due <b>Sunday at 11:59pm</b>
Week 15 (Nov 20-24) Nov 26 –Dec 1) Thanksgiving Break		<b>EXAM 3, Sunday Nov 24</b> <b>12:00pm-6:00pm</b> <b>Must enter by 4:00 pm</b>

**NOTE: ALL DISCUSSION QUESTIONS ARE DUE ON THURSDAY AT 11:59 PM TO ANSWER THE PROMPT OF EACH WEEK TO ALLOW TIME FOR YOUR CLASSMATES TO RESPOND TO THE POSTS BY SUNDAY AT 11:59 PM. YOU MUST RESPOND TO AT LEAST TWO CLASSMATES FOR AT TOTAL OF THREE RESPONSES BY SUNDAY 11:59PM. ALL ASSIGNMENTS ARE DUE SUNDAY AT 11:59 PM OF EACH WEEK UNLESS OTHERWISE NOTED ON THE SYLLABUS. ALL EXAMS ARE SUNDAY 12:00 NOON-6:00 PM WITH ENTRY NO LATER THAN 4:30 PM. NO EXTENSIONS OR CHANGES WITHOUT A WRITTEN MEDICAL EXCUSE AND PRIOR ARRANGEMENT. DO YOUR WORK INDIVIDUALLY.**

**SHARING ANSWERS IS CONSIDERED A VIOLATION OF THE ACADEMIC INTEGRITY POLICY. THIS INCLUDES DISCUSSION ANSWERS.**

**\*IF YOU ARE TAKING 2 OF THE FOLLOWING CLASSES AND HAVE AN EXAM ON THE SAME DAY, LET ME KNOW AND I WILL CHANGE ONE OF THE EXAM DATES FOR YOU:  
ENT/BUS 206 & ENT 338.**

**Syllabus is subject to change.**