

▣ Academic Year 2017__ - __2018__ |
_2nd__ Term ▣
An Outcomes-Based Learning
Program

Course Code

Part 1. Course Information

Course Credit	3	Course Facilitator	Fernando L. Trinidad PhD
Course Category	MBA	Office	
Class Schedule (Day/Time)		Contact Number	
Venue		E-mail :	andongtrini@gmail.com
Prerequisite (Specify All)	None	Consultation Period (Schedule/Venue)	

Course Description

Rationale

The franchising industry in the Philippines has been growing by leaps and bounds. It has demonstrated that it is a very effective techniques for rapidly achieving high growth . Knowledge and understanding of franchising operations from the viewpoints of franchisor and franchisee can open up opportunities for students who would want to be (1) entrepreneurs as franchisors or franchisees; (2) competent professionals in the franchising industry.

Focus

This course deals with the important aspects of starting, developing, and managing both franchise networks and franchises within those networks. To be covered will be viability of franchisor and franchisee ventures, managing of ventures by franchisors and franchisees alike, franchisor-franchisee relations, legal considerations and socio-economic impact of franchising.

Outcome

This course will help students develop the knowledge, abilities and skills necessary to succeed as a franchisee, franchisor or professional managers in the franchising industry.



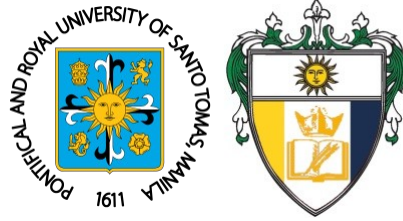
Part 2. Outcomes-Based Macrocurriculum Framework

Intended Learning Outcomes (ILOs)			
M I S S I O N	Institutional (IIOs)	Program (PIOs)	Course (CIOs)
	<p>USTGS Graduate Attributes</p> <p>A USTGS Graduate is expected to be a:</p>	<p>When you successfully complete P.h. Commerce you will be able to:</p>	<p>When you successfully complete Business Franchising Course,, you will be able to:</p>
C O M P E T E N C E	<p>1. Competent Professional who, inspired by the ideals of St. Antoninus of Florence, promotes excellence in the production, advancement, and transmission of specialized knowledge and skills in the sciences, the arts, and community services.</p>	<p>Demonstrate expert level of theoretical understanding, reflective inquiry and creative application of established business fundamentals and theories, as well as relevant updates of business principles and models across levels and disciplines.</p>	<p>Demonstrate thorough knowledge of established business fundamentals and theories, as well as relevant updates of business principles and models related to international and local business franchising</p>
	<p>2. Scholarly Researcher and Critical Thinker who, kindled by St. Thomas Aquinas' ardor for truth, aspires to become fonts of intellectual creativity and, in his quest for quality research, is proficient and critical in assessing and communicating information in various fields that impact the professions, the church, the nation, and the global community.</p>	<p>Demonstrate intellectual creativity in conducting quality research-based inquiry, and communicating the evidences, results, and implications to diverse business specialists and non-specialist audience.</p>	<p>Demonstrate intellectual creativity in conducting quality research-based inquiry specifically on business franchising and communicating the evidences, results, and implications to diverse business specialists and non-specialist audience.</p>
	<p>3. Professional Christian Leader who, touched by St. Dominic de Guzman Apostolic' fire and warmed by Mary's motherly care, articulates ethics and truth high level of maturity in resolving issues and promoting social justice and compassion for the poor, and care for the environment.</p>	<p>Demonstrate exceptional leadership qualities, styles, creative skills and ethical actions, social justice and compassion in managing complex business processes and issues of change.</p>	<p>Demonstrate exceptional leadership qualities, styles, creative skills and ethical actions, social justice and compassion either as a franchisor, franchisee, or professional manager of the franchisor or franchisee.</p>
	<p>4. Globally Engaged Citizen</p>	<p>Demonstrate deeper</p>	<p>Demonstrate deeper</p>



	<p>who, with ardent advocacy for life, promotes a deeper understanding of tolerance and justice as well as linguistic, religious, and cultural diversities as a result of precise evaluation of modern problems and inquiries.</p>	<p>understanding of relevant business concepts and principles anchored on 21st century skills, trends, and cultural diversities.</p>	
<p>5. Committed Scholar who, nurtured by the dogmas of the Christian faith and values, is dedicated to pursuit of truth through the promotion of an intellectual culture that values academic rigor and freedom of scientific investigation.</p>	<p>→ Demonstrate skills in constructing informed judgements and convincing arguments on complex business strategies.</p>	<p>→ Demonstrate skills in constructing informed judgements and convincing arguments on complex franchising business strategies</p>	
<p>6. Lifelong Learner who, empowered by St. Antoninus of Florence's zeal for learning, is committed to the advancement of a higher culture through a continuous search of intellectual inquiries and new knowledge as well as faithfulness to Catholic intellectual traditions.</p>	<p>→ Demonstrate commitment in continuous search for new knowledge and innovations to reengineer business approaches both in content and process through continuing research beyond requirements.</p>	<p>Demonstrate commitment in continuous search for new knowledge and innovations in business franchising to reengineer business approaches both in content and process through continuing research beyond requirements.</p>	

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Part 3. Teaching and Learning Matrix

Intended Learning Outcomes (ILOs)	Course Contents	Learning Activities	Assessment Tasks
<p>ILO 1: <u>Knowledge and Understanding</u></p> <p>On completion of the course, the students will be able to:</p> <ul style="list-style-type: none"> □ explain what franchising is and the pros and cons of the franchise business model. □ learn the complexities of operating a franchise business. □ understand the opportunities and challenges of international franchising. □ understand human resource management strategies and practices in franchise businesses 	<p>Franchising: History and Overview</p> <p>Types of Franchises</p> <p>The Advantages of Franchising</p> <p>The Disadvantages of Franchising</p> <p>Franchising Track record –here and abroad</p> <p>Franchising : its socio-economic Impact</p>	<p>-</p> <p>Lectures by Facilitator</p> <p>Guest lectures</p> <p>Tutoring</p> <p>Class presentations.</p> <p>Case analysis</p>	<p>Written and oral Diagnostic Exams</p> <p>Written Research Report</p> <p>Class Presentation</p>
<p>ILO 2: Skills</p> <p>On completion of the</p>	<p>Financial Aspects of Franchisee</p>	<p>Lectures by</p>	<p>Written and oral</p>



<p>course, the students will be able to:</p> <p>-To develop skills need to succeed as a franchisee, franchisor, or franchising executive.</p> <p>-Understand the economic impact of franchise businesses.</p> <ul style="list-style-type: none"> • <p style="text-align: center;">]</p>	<p>Operations :</p> <p>Funding Accounting and Financial Statements</p> <p>Financial Management and Fiscal Planning</p> <p>Marketing in Franchise Businesses</p> <p>HR in Franchise Businesses</p>	<p>Facilitator</p> <p>Guest lectures</p> <p>Tutoring</p> <p>Class presentations.</p> <p>Case analysis</p>	<p>Diagnostic Exams</p> <p>Written Research Report</p> <p>Class Presentation</p>
<p><u>ILO 3: Ability</u></p> <p>On completion of the course, the students will be able to:</p> <ul style="list-style-type: none"> • <i>to identify opportunities to expand local businesses through franchising</i> • <i>to work out details needed to establish and develop a franchise network</i> • <i>to identify franchisee opportunities fitting an individual's particular needs and skills</i> 	<p>•</p> <p>Franchisor Business Plan</p> <p>Franchisee Business Plan</p> <p>International Franchising</p> <p>• Franchising , Social Responsibility & Business Ethics</p>	<p>Lectures by Facilitator</p> <p>Guest lectures</p> <p>Tutoring</p> <p>Class presentations.</p> <p>Case analysis</p>	<p>Written and oral Diagnostic Exams</p> <p>Written Research Report</p> <p>Class Presentation</p>



<ul style="list-style-type: none"> • to acquire a franchise and establish new outlets in the franchise network •, to develop and maintain good working relationships with the franchisor and other franchisees in the network] 			
<p>ILO 4: Judgment and approach</p> <p>On completion of the course, the students will be able to:</p> <ul style="list-style-type: none"> - discuss and explain franchising principles, including how franchises differ from independent businesses. - distinguish roles of the franchisors and franchisees in successful franchise systems. - analyze and assess a franchise agreement and its terms - evaluate and compare franchise opportunities] 	<p>Franchise Legal Documents</p> <p>Trademarks, Copyrights, Patents, & Trade Secrets</p> <p>Expansion Strategies</p> <p>Territorial Strategies</p>	<p>Lectures by Facilitator</p> <p>Guest lectures</p> <p>Tutoring</p> <p>Class presentations.</p> <p>Case analysis</p>	<p>Written and oral Diagnostic Exams</p> <p>Written Research Report</p> <p>Class Presentation</p>

Capstone Research Requirements : (1) Critical Analysis Report

International



(2) Individual Report on Special Topics of Business Franchising	Franchising
	Franchising:: Its Socio- Economic Impact
	. Franchising , Social Responsibility & Business Ethics

Part 4. Course Resources

Basic Reading

Judd, R., & Justis,R
(2008) *Franchising: An
Entrepreneur’s Guide,*
(4th ed.) Mason, OH:
Thomson. ISBN:
13: 978-0-7593-
6705-0.

Scott A. Shane. *From
Ice Cream to the
Internet: Using
Franchising to Drive
the Growth & Profits of
your Company.*
Prentice-Hall: Upper
Saddle River, N.J.,
2005.



Extended Readings

TBA

Journals

TBA

Web References

TBA

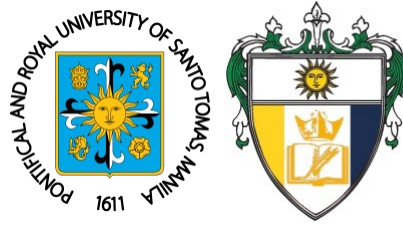
Other Materials

TBA



Course Requirements	Percentage
Attendance	25 %
Participation	25 %
<i>Individual</i>	10 %
<i>Group Activities</i>	15%
<i>Other Modes</i>	%
Assessments	25 %
<i>ILO 1:</i>	%
<i>ILO 2:</i>	%
<i>ILO 3:</i>	%
<i>ILO 4:</i>	%
<i>Capstone Research Requirements</i>	15 %
Examination	25 %
<i>Preliminary</i>	12.5 %
<i>Final</i>	12.5 %

Part 6. Course Policies



1. Students are expected to attend class regularly. Graduate school policies on absences and tardiness apply.
2. Students are expected to demonstrate appropriate behavior and decorum in the classroom.
3. Students are expected to take and submit all requirements on time.

4. The facilitator will lecture about theoretical and practical topics. Lectures will include material not covered in the text. Students will participate in the class by discussing theoretical topics, solving practical problems in and out the class, writing reports about financial events, and working in groups.

5. All exams are tentatively scheduled in the attached course outline. Exams will include essay questions and problems. If your schedule requires that you be absent on one of those days, you must notify the facilitator in advance. Failure to provide **both** prior notification and the applicable activity excuses will result in a grade of zero on that exam. Make-up exams will **not** be given. If you miss an exam with a valid excuse, you will be required to take a comprehensive final exam. This comprehensive final exam will cover material from the entire semester. Students must provide documentation to justify why the exam was missed.

6. Student participation includes: (i) attendance, in-class discussion, quizzes, and problems; (ii) participation in computer assignments that apply class materials and focuses upon developing entrepreneurial skills; and, (iii) assigned reading of articles.

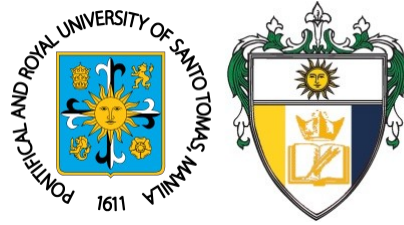
7. Students will need to come to class prepared, having read the required materials or completed the expected assignment. Most of the benefits of this course will only occur when students undertake the effort to engage in the many exercises and activities that are scheduled each week. Showing up for each class session is a necessary but insufficient condition for meeting the course requirements. Students are expected to participate actively and thoughtfully with 100% participation grades. A lower participation grade will proportionately affect a student's grade total.

8. All written work (including presentations) must be completed in professional style, and follow basic principles of effective written communication. Grammar, spelling and formatting will count as part of the grade on all assignments (including presentations).



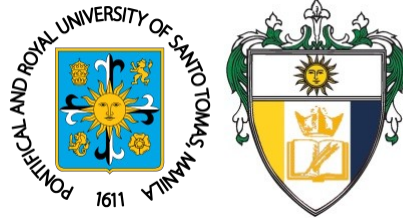
Part 7. Course Calendar

Session	Target Dates	Topics/Activities ³	
I		Introduction Course Orientation	
2		<u>The Franchise Business Concept (Introductory Lecture)</u> Franchising: History and Overview Types of Franchises The Advantages of Franchising The Disadvantages of Franchising	
3		<u>Franchising Opportunities</u> Assessing Franchise Feasibility Franchising Feasibility Study Instructions Location and Site Selection	Trisha Marie Ventura
4		Business Plan Development Franchisor Business Plan Franchisee Business Plan	Marius Joseph Villarante
5		<u>The Legal Environment of Franchising</u> Franchise Legal Documents Trademarks, Copyrights, Patents, & Trade Secrets	Charles Frank Echano
6		<u>Franchisor Managing Franchisees by the Franchisor</u> Key Franchising Policies	Thaddeus Simon Mari Antonio Amira Ali Omeir



		Franchisee Support and Assistance Recruiting, Selecting, and Managing Franchisees Franchisor's Operations Process	
7		Mid-term Examinations	
8		Financial Aspects of Franchisee Operations Funding Accounting and Financial Statements Financial Management and Fiscal Planning	Cristine Porcia Gonzales
9		Marketing in Franchise Businesses	Marius Joseph Villarante
10		HR in Franchise Businesses	Trisha Marie Ventura
11		<u>Franchising Strategies</u> Expansion Strategies Territorial Strategies Charles Francis Echano	
12		International Franchising	Thaddeus Simon Mari Antonio
13		Franchising:: Its Socio- Economic Impact	Amira Ali Omeir
14		Franchising , Social Responsibility & Business Ethics	Cristine Portia Gonzales

Other Requirementa



1. CRITICAL ANALYSIS REPORT

A. Introduction:

You are required to prepare and submit a critical analysis report (CAR) at end of the semester. A CAR is a thorough review of a published written work (journal) and your personal reaction to it.

B. Purpose

- 1.. Extensive critical reading helps the student achieve a more comprehensive understanding of the concepts included in the course.
2. Critical analysis of what is read aids one in becoming a more discerning consumer of the literature in the field.
3. Evaluation of what is read assists the student in the comprehension of the implications of the reading content of his assigned topic.

C. General Requirements:

You are required to review one published scholarly journal related to the subject matter assigned to you for reporting to the class.

D. Guidelines for Review Format:

The following information must be provided using the listed headings in sequence:

1. Details on the Article

- 1.1 Title of Article:
- 1.2. Authors Name:
- 1.2 Name of Journal:
- 1.4. Date of Journal:
- 1.5 Volume:
- 1.6 Number:
- 1.7 Pages (on which article appears):
- 1.8 Publisher of Journal

NOTE: A copy of the article must be submitted with the written report

2.. Synopsis and Summary: (maximum of 200 words)



3.General Theme:

A brief statement about what you felt was the author's general theme of the article.

4.Point of View:

A brief statement about what you felt concerning the author's point of view. Was the presentation objective and factual or was the presentation subjective and lacking of facts? Explain your opinion.

5.Issue Analysis:

Provide a list of the issues presented in the article.

6.Conclusions and Recommendations:

List of author's conclusions and/or recommendations.

7.. Agreement or Disagreement:

Based on the author's conclusions and/or recommendations, do you agree or disagree; provide a brief justification regarding your opinion concerning your agreements and disagreements.

8.. Professional Projections:

A statement on what you learned from the article and how you may apply this experience (negative or positive) in your professional future career.

2) Individual Report on Special Topics of Business Franchising



