Note:

Course content may be changed, term to term, without notice. The information below is provided as a guide for course selection and is not binding in any form, and should not be used to purchase course materials.
COURSE SYLLABUS
BUSI 423
FRANCHISING

COURSE DESCRIPTION
Franchising is a major form of business ownership and a strategy for growing ventures. This course examines franchising from both the perspective of the entrepreneur as a franchisee and as a franchisor. Topics will include selecting a franchise, developing a franchised business model, and legal issues associated with the franchised relationship.

RATIONALE
Today, more than ever, personal business ownership is becoming more desirable than joining the ranks of a going concern because of the freedom, entrepreneurial expression, and financial rewards that may be enjoyed. Franchising provides an opportunity to economically begin a business while following a proven formula for successful business operation. Additionally, franchising is a practical, manageable process for many businesses to expand to new markets and locations. This course examines the principles and practices of professional franchise operations, complimenting all areas of business disciplines.

I. PREREQUISITE
For information regarding prerequisites for this course, please refer to the Academic Course Catalog.

II. REQUIRED RESOURCE PURCHASE
Click on the following link to view the required resource(s) for the term in which you are registered: http://bookstore.mbsdirect.net/liberty.htm

III. ADDITIONAL MATERIALS FOR LEARNING
A. Computer with basic audio/video output equipment
B. Internet access (broadband recommended)
C. Microsoft Word

IV. MEASURABLE LEARNING OUTCOMES
Upon successful completion of this course, the student will be able to:
A. Outline branding, trademark, and other legal opportunities and restrictions involved in franchising.
B. Explain initial and sustained capital requirements and financing options available to begin and grow a franchise.
C. Understand the importance of the franchisor and franchisee relationship, and how trust, communication, and cooperation leads to success.

D. Create a pro-forma franchising business plan that addresses the various elements in planning and operating a successful franchised business.

E. Identify scriptural principles regarding employment, receivables, payables, product quality, and service.

V. **Course Requirements and Assignments**

A. Textbook readings and lecture presentations/notes

B. Course Requirements Checklist

   After reading the Course Syllabus and [Student Expectations](#), the student will complete the related checklist found in Module/Week 1.

C. Discussion Board Forums (4)

   Discussion boards are collaborative learning experiences. Therefore, the student will complete 4 Discussion Board Forums throughout the course. Threads must be at least 500 words, not including references. It is required that the thread be completed in Microsoft Word, properly formatted within current APA guidelines, and attached to the respective forum. The student will submit a thoughtful, relevant reply to 2 other classmates’ threads (at least 250 words each). The reply may be attached in Microsoft Word, or drafted within the Discussion Board Forum area.

D. Essays (3)

   The student will complete 3 essays, each at least 1,000 words, excluding the references. The purpose of each essay is for the student to fully develop his or her analytical skills in important elements of franchising. Each essay must be completed in Microsoft Word and demonstrate college-level writing with regard to content and style. Grading will be based on how well the essay demonstrates that the student has read, understood, and carefully considered the question(s), textbook, and any other resource needed to complete the assignment.

E. Case Study: Franchise Project

   The student will follow the project instructions provided in the assignment instructions folder and submit this assignment in 2 parts. The first part will be submitted in the Discussion Board Forum for all students to read and review. The student will then choose to read, analyze, and substantially reply to 2 other classmates’ submitted Franchise Projects within the Discussion Board Forum.

   The second part will be submitted to SafeAssign and checked for plagiarism. Current APA format is required. Grading will be based on how well the paper demonstrates that the student has read, understood, and carefully considered the assignment, textbook, and all other assignment requirements.
G. Exams (2)

The student is required to complete 1 midterm exam during Module/Week 4, and 1 final exam during Module/Week 8. The quizzes are open-book/open-notes and must be completed individually. Each exam consists of 50 multiple-choice questions taken from the textbook readings, and the student will be given approximately 90 seconds per question. The final exam is not comprehensive.

VI. COURSE GRADING AND POLICIES

A. Points

<table>
<thead>
<tr>
<th>Course Requirement</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Course Requirements Checklist</td>
<td>10</td>
</tr>
<tr>
<td>Discussion Board Forum Threads (4 at 45 pts ea)</td>
<td>180</td>
</tr>
<tr>
<td>Discussion Board Forum Replies (4 at 20 pts ea)</td>
<td>80</td>
</tr>
<tr>
<td>Essays (3 at 70 pts ea)</td>
<td>210</td>
</tr>
<tr>
<td>Case Study: Franchise Project</td>
<td>270</td>
</tr>
<tr>
<td>Case Study: Franchise Project Replies (2)</td>
<td>60</td>
</tr>
<tr>
<td>Exams (2 at 120 pts ea)</td>
<td>200</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>1010</strong></td>
</tr>
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B. Scale

A = 900–1010  B = 800–899  C = 700–799  D = 600–699  F = 0–599

C. Disability Assistance

Students with a documented disability may contact Liberty University Online’s Office of Disability Academic Support (ODAS) at LUOODAS@liberty.edu to make arrangements for academic accommodations. Further information can be found at www.liberty.edu/disabilitysupport.
**COURSE SCHEDULE**

**BUSI 423**


<table>
<thead>
<tr>
<th>MODULE/WEEK</th>
<th>READING &amp; STUDY</th>
<th>ASSIGNMENTS</th>
<th>POINTS</th>
</tr>
</thead>
</table>
| 1           | Grossman & Katz: chs. 1, 14 | Course Requirements Checklist  
Class Introductions  
DB Forum 1 Thread | 10  
0  
45 |
| 2           | Grossman & Katz: chs. 2, 5 | DB Forum 1 Replies  
Essay 1 | 20  
70 |
| 3           | Grossman & Katz: chs. 3, 10 | DB Forum 2 Thread | 45 |
| 4           | Grossman & Katz: chs. 4, 6–7 | DB Forum 2 Replies  
Essay 2  
Midterm Exam | 20  
70  
100 |
| 5           | Grossman & Katz: chs. 8–9 | DB Forum 3 Thread | 45 |
Essay 3 | 20  
70 |
| 7           | Grossman & Katz: chs. 12–13 | DB Forum 4 Thread  
Case Study: Franchise Project  
Case Study: Franchise Project DB Thread | 45  
270  
0 |
| 8           | Grossman & Katz: ch. 15, Part III | DB Forum 4 Replies  
Case Study: Franchise Project Replies  
Final Exam | 20  
60  
100 |

**TOTAL** 1010

DB = Discussion Board

**NOTE:** Each course week (except Module/Week 1) begins on Tuesday morning at 12:00 a.m. (ET) and ends on Monday night at 11:59 p.m. (ET). The final week ends at 11:59 p.m. (ET) on **Friday**.