



Course Title: **FRANCHISING IN RETAILING**

Course Code: RETL721

Credit Units: 3

Level: **PG**

L	T	P/S	SW/F W	No. of PSDA	TOTAL CREDIT UNITS
2	0	0	2	2	3

Course Objectives: The course aims at imparting the basic knowledge on the concept and applications of Franchising. The contents cover a diverge spectrum of fundamentals of Franchising, legal aspects like patenting and copyrights, documentation, taxation. The course aims to prepare the students for taking up job assignments with franchisors as well as franchisees. It also aims at developing the consulting and entrepreneurial skills among students.

Pre-requisites: Understanding of Principles of Retail and/or Marketing Management.

#	Module	Weightage
1	Module I: Franchising as a concept	20%
	Descriptors/Topics Defining franchising, basic types of franchising. Modes of franchising. The structure of franchising arrangements, franchise contract, financial arrangements, taxation. The present scenario, major franchisors.	
2	Module II: Complexities of the franchise business	15%
	What franchisors need to know? Franchising advantages, disadvantages. Evaluating the business for franchising. Franchisor feasibility study. Marketing franchise. Ascertaining the demand for your product/ service.	
3	Module III: Documentation required for a franchise	15%
	Descriptors/Topics Documentation for franchising. Requirements for setting up franchising in India. Legal requirements in India.	
4	Module IV: Franchise as a business	15%
	What investors (franchisees) need to know? Factors for opting for franchise. Franchise suitability. Franchise constraint. Cost of being a franchisee. The ideal location. Selecting a business entity. Franchising a franchise.	
5	Module V: Franchise Business Plan	15%
	Descriptors/Topics Managing the franchise -the franchise business plan.	
6	Module VI: Latest Developments, Trends and Practices	20%
	Descriptors/Topics	

International Franchising Scenario Emergence of Micro Influencer Marketing Growth Segments in India	
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Course Learning Outcomes: The students should be able to:

- Identify the process of franchising.
- Execute documentation required for taking/giving a franchise
- Examine buying and selling of the franchise as a business model.
- Identify Indian franchising scenario and opportunities available.
- Classify international franchising opportunities.

Pedagogy for Course Delivery:

This class will be taught using the Four Quadrant Approach i.e. The course will have e-Tutorial, e-Content, Assessment and Discussions. Also, a mix of theory and the case method will be used. In addition to assigning the case studies, the course instructor will spend considerable time helping you understand the concepts.

The course will encompass Discussion forum for clarifying doubts/ questions.

List of Professional Skill Development Activities (PSDA):

1. Develop a franchise model for a QSR (Quick Service Restaurant) in Delhi
2. To evaluate the Indian franchising scenario with International franchising scenario

Assessment/ Examination Scheme:

Theory Assessment (L&T)

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
40%	NA	60%

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	Mid-Term Exam	Project	Assignments	Attendance	
Linkage of PSDA with Internal Assessment Component		Linked with PSDA 1 & 2			
Weightage (%)	10%	20%	5%	5%	60%

Mapping Continuous Evaluation components/PSDA with CLOs

Bloom's Level >	Remembering	Understanding	Applying	Analysing
Course Learning Outcomes	CLO1	CLO2	CLO3	CLO4
Assessment type/PSDA	Identify the process of franchising	Execute documentation required for taking/giving a franchise	Examine buying and selling of the franchise as a business model.	Identify Indian franchising scenario and opportunities available.
Mid Term	Yes		Yes	
Project		Yes		
Assignment	Yes	Yes		Yes
PSDA 1	Yes	Yes	Yes	Yes
PSDA 2	Yes	Yes		Yes

Text Reading:

- Sollish, F. and Semanch, J. (2007), Strategic Global Sourcing: Best Practices, Wiley Publication

References:

- Chartered Institute of Purchasing and Supply (CIPS), UK – Case Studies
- Chopra and Miendl (2003), Supply Chain Management: Strategy, planning and operation, Pearson Books
- Pooler, V.H. (1997) Purchasing and Supply Management: Creating the vision, Springer

Other Study Material

- International Journal of Franchising Law
- Journal of Retailing