

# FRANCHISE MANAGEMENT (FRAN)

Subject-area course lists indicate courses currently active for offering at the University of Louisville. Not all courses are scheduled in any given academic term. For class offerings in a specific semester, refer to the Schedule of Classes ([https://csprd.louisville.edu/psp/ps\\_class/EMPLOYEE/PSFT\\_CS/c/COMMUNITY\\_ACCESS.CLASS\\_SEARCH./x/?state=62dab551a0d600a5e8237359c50704e59007&duo\\_code=sjUx20STj21bWVEu03Z1VPhmfxpqqv](https://csprd.louisville.edu/psp/ps_class/EMPLOYEE/PSFT_CS/c/COMMUNITY_ACCESS.CLASS_SEARCH./x/?state=62dab551a0d600a5e8237359c50704e59007&duo_code=sjUx20STj21bWVEu03Z1VPhmfxpqqv))

500-level courses generally are included in both the undergraduate- and graduate-level course listings; however, specific course/section offerings may vary between semesters. Students are responsible for ensuring that they enroll in courses that are applicable to their particular academic programs.

## Course Fees

Some courses may carry fees beyond the standard tuition costs to cover additional support or materials. Program-, subject- and course-specific fee information can be found on the Office of the Bursar website (<https://louisville.edu/bursar/tuitionfee/university-fees/>).

### FRAN 601. Franchise Fundamentals 1.5 Units

**Term Typically Offered:** Fall, Spring, Summer

**Description:** Explore the fundamentals of franchising from the franchisee's point of view. Focus is on the evaluation of franchising opportunities, the legal aspects of franchising, and the development of appropriate strategies for the successful planning, implementation, and launching of a new franchise business.

For class offerings for a specific term, refer to the Schedule of Classes (<http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm>)

### FRAN 610. Franchise Law 1.5 Units

**Term Typically Offered:** Fall, Spring, Summer

**Description:** Gain exposure to the legal and regulatory concepts fundamental to franchising. Coverage focuses on contract and trademark issues in franchising, including: formation of franchise contracts; good faith performance, breach, termination, renewal, and assignment; trademark creation, protection and infringement; remedies; and antitrust and trade secret disputes.

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### FRAN 620. Buying and Growing a Franchise 1.5 Units

**Term Typically Offered:** Fall, Spring, Summer

**Description:** Gain exposure to the financial terms and considerations for becoming a franchisee and growing operation. Topics covered include evaluating funding sources, preparing financial statements, understanding unit economics and cash flow, tracking financials, and developing a business plan.

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### FRAN 630. Franchise Human Resources Infrastructure 1.5 Units

**Term Typically Offered:** Fall, Spring, Summer

**Description:** Understand the principles and practices of effective HR infrastructure design. Course will cover legal aspects of HR, creating job descriptions and setting pay levels, recruiting and hiring processes, on boarding and training programs, and retention initiatives.

For class offerings for a specific term, refer to the Schedule of Classes (<http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm>)

### FRAN 640. Leading Franchise Teams 1.5 Units

**Term Typically Offered:** Fall, Spring, Summer

**Description:** Learn strategies to drive high performance and keep top talent. Focus is on creating your own organizational culture, leveraging franchisor's training and development opportunities, creating development plans, building recognition programs, and reducing turnover.

For class offerings for a specific term, refer to the Schedule of Classes (<http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm>)

### FRAN 650. Building a Profitable Relationship with Your Franchisor 1.5 Units

**Term Typically Offered:** Fall, Spring, Summer

**Description:** Identify and evaluate strategies for growing a franchise business, including multi-branding, cross-branding, acquisitions, new builds, and/or market growth. Specific attention will be paid to franchisor Key Performance Indicators, securing capital, pitfalls to rapid growth, and succession.

For class offerings for a specific term, refer to the Schedule of Classes (<http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm>)

### FRAN 660. International Franchise Fundamentals 1.5 Units

**Term Typically Offered:** Summer Only

**Description:** International Franchising is a mode of entry what allows firms to develop in new markets. Key concepts covered in the course include international franchising business models, feasibility of cross border entry, new country expansion requirements, cultural agility factors, and the emergence of new and future global trends. Rationale for the development of this course is to satisfy the already substantial and growing interest in international franchise expansion worldwide.

For class offerings for a specific term, refer to the Schedule of Classes (<http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm>)