

# FRANCHISE MANAGEMENT (CERT)

## Graduate Certificate in Franchise Management

Unit: College of Business (<https://business.louisville.edu>) (GB)

Program Website (<http://louisville.edu/online/programs/certificate-programs/franchise-management/franchise-management-certificate/>)

Academic Plan Code(s): FM\_ \_CFM, FM\_ \_CFMO

## Program Information

*This program can be completed 100% online.* (<https://business.louisville.edu/learnmore/onlinefranchise/>)

The Franchise Management Certificate is a nine (9) credit hour certificate that focuses on the unique skills and knowledge necessary to succeed as a franchisee—including acquiring, running, and growing franchise operations.

The curriculum was designed in close partnership with industry experts. The six accelerated, highly focused, 1.5 credit hour courses are designed for individuals who plan to become franchisees, as well as existing single-site franchisees who want to gain the skills and knowledge necessary to grow their franchise business. Those working for franchisors will also benefit in understanding the franchising industry, allowing them to create even stronger relationships with their franchisees. The curriculum is 100% asynchronous, allowing students the flexibility to learn at the time best for them.

The Franchise Management certificate can be taken in conjunction with the MBA program (<https://catalog.louisville.edu/graduate/programs-study/master-business-administration/>). For students who are accepted into the MBA program, it will count towards fulfilling elective requirements in the MBA curriculum.

## Admission Requirements

Students must have a bachelor's degree from a regionally accredited university and a minimum undergraduate GPA of 2.0 to be admitted to the Franchise Management certificate program.

GMAT/GRE scores are not required for admission to the program.

Complete a graduate application (<http://louisville.edu/graduate/futurestudents/apply-materials/application/>).

**Please note:** Students who desire to complete an MBA in conjunction with the Franchise Management certificate must be separately admitted to the MBA program (<https://catalog.louisville.edu/graduate/programs-study/master-business-administration/>).

## Program Requirements

| Code     | Title                                    | Hours |
|----------|--|-------|
| FRAN 601 | Franchise Fundamentals                   | 1.5   |
| FRAN 610 | Franchise Law                            | 1.5   |
| FRAN 620 | Buying and Growing a Franchise           | 1.5   |
| FRAN 630 | Franchise Human Resources Infrastructure | 1.5   |
| FRAN 640 | Leading Franchise Teams                  | 1.5   |

|                     |   |     |
|---------------------|---|-----|
| FRAN 650            | Building a Profitable Relationship with Your Franchisor | 1.5 |
| Minimum Total Hours |   | 9   |

To complete the program, students must have a minimum of a 3.0 cumulative grade point average.