



SILLABUS

I. GENERAL DATA

1.1. Course	: FRANCHISING
1.2. Code	: NG1009
1.3. Cycle	: X Cicle
1.4. Credits	: 03
1.5. Naturality of the curso	: Elective
1.6. Hours per week	: 04 (Theory: 2 Practice:2)
1.7. Pre Requisites	: Electronico Business Administration
1.8. Curriculum	: 2006-II

II SUMMARY

This specialized course is geared toward developing the strategic orientations in order to enter into new markets through Franchising, thus focusing its set of themes about the ways and means of developing a Franchise, its importance, its financing, and legal procedures together with the presentation and analysis of main international franchise experiences, as an intermediary marketing and industrial implementation process within a globalized world.

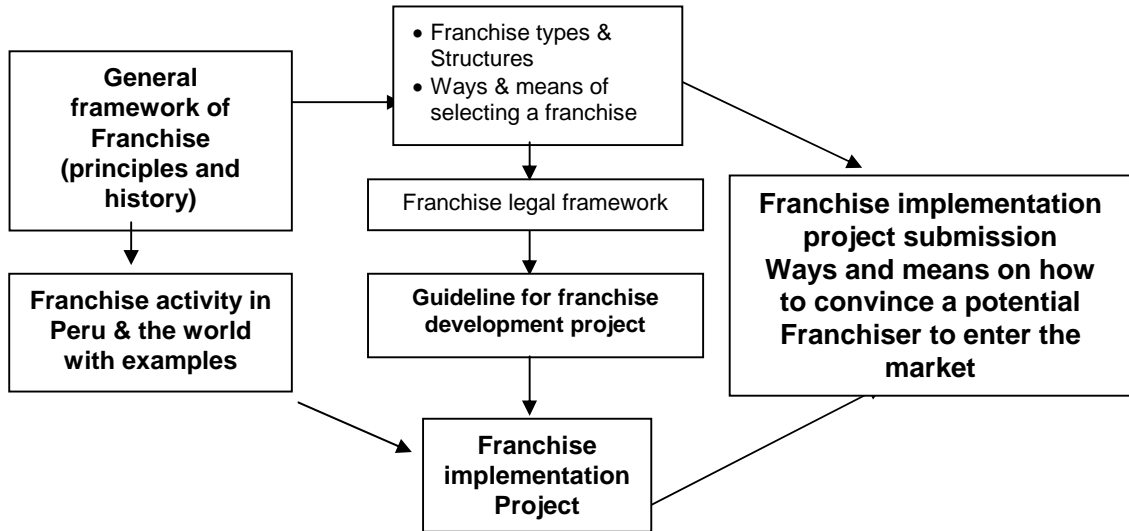
III. COMPETENCES OF THE CAREER:

- 3.1 Design feedback tools which permit evaluating the fulfillment of the set market targets and objectives in order to reformulate corrective actions in terms of strategic planning.
- 3.2 Formulate the strategies permitting the proper achievement of the set targets and objectives.
- 3.3 Identify the most important sources and systems of information which help the upper management decision-making process.
- 3.4 Identify and evaluate the opportunities of business in order to elaborate the adequate ways and means of taking advantage of such opportunities which facilitate an efficient decision making process.
- 3.5 Establish and develop enterprises with a global vision and show capacities of leadership in fulfilling in its management responsibilities with respect to the environment thus using strategies for guaranteeing the sustainable development.
- 3.6 Participate to efficient management processes and global organization structures for which ones possesses the administration capabilities and a good knowledge of various processes and procedures to be performed in the chain of values of such organizations.

IV. COMPETENCES OF THE COURSE:

- 4.1. Identify and evaluate opportunities of developing franchise business entities in domestic and foreign environments.
- 4.2. Make a proper analysis and the necessary recommendations in order to adequately convince potential franchisers in entering the targeted market.
- 4.3. Suggest alternatives strategies for implementing a Franchise business, in accordance with the market opportunities as well as the environment and realities of the targeted market.
- 4.4. Set up the necessary and appropriate marketing, financial, legal and technical tools for optimizing the chances success for a projected Franchise implementation.

V. LEARNING NETWORK:



VI. LEARNING UNITS:

LEARNING UNIT I / Class organization (3 hours)

THEMES	ACTIVITIES	WEEK
<ul style="list-style-type: none"> • Student introduction to the class • Presentation of the syllabus and criteria of evaluation • Group structuring • Presentation of the Franchise Implementation Project in Peru: Concept, objectives, structure & Timing 	<ul style="list-style-type: none"> • Individual student oral presentation in front of the class • Profesor's slide presentation with participation of the class 	1

LEARNING UNIT II / General Framework of Franchise (6 hours)

THEMES	ACTIVITIES	WEEKS
<ul style="list-style-type: none"> • The actors of Franchising : Franchisor / Franchisee • Major types of Franchise • Regulatory environment of Franchising • Financial contributions to Franchise • The future of Franchise 	<p>Professor's slide presentation about the topic of the course with supporting own experience examples.</p> <p>Active participation of the students in class and interactivity with the professor.</p> <p><u>Franchise Implementation Project in Peru oral & written submission (week Nr.3)</u></p> <p><u>Step 1</u> : Project determination</p>	2 & 3

LEARNING UNIT III / The History of Franchise (6 hours)

THEMES	ACTIVITIES	WEEKS
<ul style="list-style-type: none"> • The history of Franchise • The Concept of Modern Franchising • Concept of Franchise in Products vs. Franchise in Services 	<p>Professor's slide presentation about the topic of the course with supporting own experience examples.</p> <p>Active participation of the students in class and interactivity with the professor.</p> <p><u>Video projection</u> : Concept of modern Franchise</p>	3 & 4

LEARNING UNIT IV / Franchising in Peru (6 hours)

THEMES	ACTIVITIES	WEEKS
<ul style="list-style-type: none"> • Franchising in Peru (domestic a& foreign Franchises) • Peruvian franchises abroad • The Peruvian Chamber of Franchise (CPF) 	<p>Professor's slide presentation about the topic of the course with supporting own experience examples</p> <p>Active participation of the students in class and interactivity with the professor.</p> <p><u>Field exercise</u></p> <p>Visit to the CPF (Camaras Peruana de Franquicias)</p>	4 & 5

LEARNING UNIT V / Types & Structures of Franchise (6 hours)

THEMES	ACTIVITIES	WEEKS
<ul style="list-style-type: none"> • <u>Franchise structures</u> : Master / Area / Unit franchise • <u>Types of Franchises</u> : <ul style="list-style-type: none"> - Product Distribution Franchise - Manufacturing Franchise - Business Format Franchise - Management Franchise • Franchise in Products vs. Franchise in Services 	<p>Professor's slide presentation about the topic of the course with supporting own experience examples</p> <p>Active participation of the students in class and interactivity with the professor.</p> <p><u>Franchise Implementation Project in Peru oral & written submission (week Nr. 6)</u></p> <p><u>Step 2</u> : Market potential survey</p>	6 & 7

	<p><u>In class individual practice (week Nr. 7)</u></p> <ul style="list-style-type: none"> MacDonald Case <p><u>Video projection</u> : various type of franchise in products & services</p>
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PARTIAL EXAMINATION / From learning units II to V (3 hours)

THEMES	ACTIVITIES	WEEK
PARTIAL EXAMINATION with class suspension	Individual knowledge control written evaluation	8

LEARNING UNIT VI / Ways & Means of Selecting a Franchise (6 hours)

THEMES	ACTIVITIES	WEEKS
<ul style="list-style-type: none"> Why franchise ? Common considerations from Franchisor / Franchisee The “Frantreprenuer” mentality Advantages & Disadvantages of Franchise Franchiser / Franchisee relationship Recommendations to potential Franchisees 	<p>Professor’s slide presentation about the topic of the course with supporting own experience examples</p> <p>Active participation of the students in class and interactivity with the professor.</p> <p><u>Franchise Implementation Project in Peru oral & written submission (week Nr. 9)</u></p> <p><u>Step 3</u> : Available resources analysis</p> <p><u>In class individual practice (week Nr. 9)</u></p> <ul style="list-style-type: none"> Coca Cola Case <p><u>Group Franchise Implementation Project in Peru oral & written submission (week Nr. 10)</u></p> <p><u>Step 4</u> : Study of the competition</p>	9 & 10

LEARNING UNIT VII / The strategic, financial & legal aspects of Franchise (6 hours)

THEMES	ACTIVITIES	WEEKS
<ul style="list-style-type: none"> • Business Plan structure • Rules and regulation of IFA (International Franchise Association) • Laws and regulations of Franchise in Peru • International regulations on Franchise • The Franchise agreement : Standard Terms and Conditions 	<p>Professor's slide presentation about the topic of the course with supporting own experience examples</p> <p>Active participation of the students in class and interactivity with the professor.</p> <p><u>In class individual practice (week Nr. 9)</u></p> <ul style="list-style-type: none"> • Bo Concept Case <p><u>Group Franchise Implementation Project in Peru oral & written submission (week Nr. 12)</u></p> <p><u>Step 4 : Business Plan</u></p>	11 & 12

LEARNING UNIT VII / Guideline to a Franchise settlement process (6 hours)

THEMES	ACTIVITIES	WEEKS
<ul style="list-style-type: none"> • How to select a Franchise • Implementing a Franchise : a step by sep approach. • Hints to the settlement of a Franchise 	<p>Professor's slide presentation about the topic of the course with supporting own experience examples</p> <p>Active participation of the students in class and interactivity with the professor.</p> <p><u>Video projection</u> : franchise settlement process. How to optimize it ?</p>	13 & 14

LEARNING UNIT VIII / Preparation of Franchise Implementation Project Submission (3 hours)

THEMES	ACTIVITIES	WEEK
Revising and adjusting the final Project submission	Oral and written final Project preparation	15

FINAL EXAMINATION / Franchise implementation Project Submission

THEMES	ACTIVITIES	WEEK
Franchise implementation Project Submission	Group oral and written Oral submission with use of projected slides	16

REPLACEMENT EXAMINATION

THEMES	ACTIVITIES	WEEK(S)
Case study to be presented on the date of the examination	In class individual case study	17

VII. METHODOLOGY

Real local and foreign cases of consumer behavior. Student investigation of specific situations of Peruvian consumer behaviors. Discussion, Demonstration, Feedback, Brainstorming and other techniques to analyze different context cases.

VIII. EVALUATION:

Number of examination (CPX): 1 (mid-term examination : knowledge acquisition control)

- Number of practices (PRT): 3 (in class individual written case study)
- Number of project (PRO): 5 (oral & written intermediate project development)
- Number of exposure (EXP): 1 (oral & written final exposure project submission standing for Final Examination)

Formula: PRO1 (5%) + PRO2 (5%) + PRO3 (5%) + PRO4 (5%) + PRO5 (10%) + PRT1 (5%) + PRT (5%) + PRT3 (5%) + CPX1 (15%) + EXP1 (20%) + Class Participation (20%) = **Final Grade**

IX. BIBLIOGRAFÍA:

- - Título:
- Author:
- Edition:
- Editorial: