ENTREPRENEURSHIP PEDAGOGY WORKSHOP:
CREATING A FRANCHISING COURSE:
EXPANDING ALTERNATIVE ENTREPRENEURIAL PATHWAYS

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ACADEMIC ABSTRACT

Franchising is pervasive in our economy. The practice spans virtually every retail and wholesale product category. The logic of this business segment is that franchising is one of the development models that minimize risk for the "small business" focused individual. This option is often a first step into business ownership for inexperienced owners. In addition, the applicability, opportunities, challenges and implementation of the franchising model for growing and expanding existing businesses is an equally important aspect.

Faculty in colleges and universities often do not have the full exposure or skill set to effectively conceptualize coursework in this area. This pedagogy course workshop opportunity, provides a primer for faculty development and leadership in creating full courses or robust modules for their individual college or university in the specialty area of Franchising.

EXECUTIVE SUMMARY

The perceived need is to increase both the rate of conceptualization and implementation of courses addressing the field of entrepreneurial franchising as both an alternative pathway and a growth strategy for existing ventures. The proposed course creation workshop model helps develop awareness and skills to help identify demand substantiation; craft curriculum proposals for courses, courses, seminars, topical modular units; and implement these learning elements related to Franchising. Faculty in colleges and universities may not have the full skill set or the awareness mindset to effectively conceptualize coursework in this area as is evidenced by the limited number of courses in this area. A two-year old joint USASBE-IFA national study identified only about a dozen full course offerings and another dozen modular or course segments

The proposed solution is to offer a course workshop developed that provides for faculty leadership and development to create opportunities for their individual university/consortium of universities to develop. To that end, faculty will be provided the full range of information, instructional models and handouts that will help them create plans and proposals for new coursework.
SESSION CONTENT

The Creating a Franchising Course Workshop: Expanding Alternative Entrepreneurial Pathways offers program participants the benefits of an opportunity-focused, entrepreneurship-learning environment. The model was developed with a commitment to sharing resources and information, pooling experience, and promoting learning opportunities to create an environment conducive to course creation. Successful implementation of the proposed workshop program will help in the education of the students expanding an alternative wealth creation process.

Session Goals

- Provide background data about the historical development of franchising.
- Provide sufficient primary and secondary source information to become able to distinguish between various types of franchising and learn what is involved in choosing a franchise.
- Provide an understanding of what must be included in the common body of knowledge
  - The Disclosure document and the typical elements included in a franchising agreement.
  - Essentials of the management process in a franchised business and the services provided by a franchisor to a franchisee.
  - Location and site selection decisions.
  - Strategic planning in franchising through examining the marketing function and activities.
  - Franchisor management practices and their importance.
- Discuss the creation of assessment-friendly learning goals
- Discuss alternative class methodologies and the involvement of industry practitioners
- Identify the utilization of the creation of a franchise system as a path to the growth and development of an existing business through the use of the capital and managerial capability of others.
- Identify and understand the syllabus template
- Identify the significant texts available for adoption

Session Target Audience

The target audience is entrepreneurship faculty interested in franchising as an alternative entrepreneurial strategy. Also targeted are engineering/technical faculty interested in the business elements of the divisions within USASBE. Those that should be most interested include individual entrepreneurship, entrepreneurship education and entrepreneurial support.
**Workshop Agenda**

- Introduction
- About IFA
  - Franchising Historical Development
- Overview of Franchising Study
- Basic Course Elements
  - Recognizing/Investigating Opportunity
  - Regulatory Issues Legal and Financing
  - Venture Creation
  - Site Selection
  - Marketing and Sales
  - Managing the Franchise Relationship
- Integrating the Franchisor Perspective
- Text Options and Supplemental Materials
- Q&A

**Session Materials**

Materials provided include sample syllabi from curriculum leaders in this niche. Also are background support materials provided by the International Franchise Association IFA Educational Foundation. Additionally, available through the courtesy of the authors and their publishers are copies of the extant texts in the field.

**Session Outcomes**

At the conclusion of the workshop, participants will have a complete turnkey packet which includes a course syllabus template, sample text options, IFA information guide, guest speaker recommendations and suggested supplemental case materials.