

Course Outline
HRMT 205
Principles of Hospitality Franchise Management
3 credits

The Community College of Baltimore County

I. General Course Description

Principles of Hospitality Franchise Management

Examines franchising from both the franchiser and franchisee's point of view; examines start-up, organization, franchiser/franchisee's relations, marketing, legal aspects, and operations, with an orientation toward the small business franchisee.

II. General Course Objectives

When the student completes the course, he/she will be able to:

- A. Analyzed the history of franchising from 1900's to the present day
- B. Define in writing franchising.
- C. Explain the different type of franchise agreements.
- D. Identify and distinguish the two types of franchises.
- E. Analyze and explain why Franchisees fail.
- F. Explain the criteria for selecting a franchise.
- G. Understand the cost associated with developing a franchise.
- H. Understand the personal considerations in developing a franchise.
- I. Identify the legal aspects of developing a franchise.
- J. Explain the advantages of 'hands-on' vs. absentee ownership
- K. Develop and enforce the system standards.
- L. Explain the steps used to develop and implement a management system.
- M. Explain how automation impacts the franchise operation.
- N. Develop and implement a franchise marketing plan.
- O. List the steps in handling a labor dispute.
- P. Understand the considerations in raising money for a new franchise project.
- Q. Explain the components of finding a location and the considerations in this process.
- R. Analyze financial statements and develop pro form statements.

III. Major Topics

- A. The history of franchise development is North America
- B. legal aspects of franchise development
- C. Location and site development
- D. Franchise operations & layout
- E. Systems and procedures for franchise development
- F. Funding and financial planning

IV. Course Requirements

Specific assignments and procedures for evaluating student performance in this course will be described in the individual class syllabus. However, all students will:

- A. Participate actively in class activities
- B. Respond to required reading and homework assignments which includes the development and presentation of a franchise business plan
- C. Successfully complete a minimum of two exams that demonstrate a mastery of the major concepts in the course.
- D. Produce a written analysis of various case studies presented in class.
- E. Present/participate in individual or group presentations.