Interested in becoming your own boss?

INTERNATIONAL FRANCHISING

HMGT/MKTG 756

SPRING 2018: Tues/Thurs 8:10 am – 9:30 am (Paul Bldg. Rm G59)

(For more info, contact Dr E. Hachemi Aliouche at hachemi.aliouche@unh.edu)

Franchising is a powerful business model that creates and grows a large number of businesses in the US and internationally. It generates jobs and wealth on a large scale. Recent data show that franchising was responsible for 16 million jobs in the US, generated $723 billion in payroll, and contributed $2.1 trillion to US GDP. There are over 828,000 franchised establishments in the US, representing over 75 business sectors including hospitality, retail, health, fitness, business services, automotive, etc. In 2014 alone, over 16,000 new franchised establishments were added, 55% of them overseas. For a young person, franchising may be a less risky way to own your own business as it allows you “to be in business for yourself but not by yourself.” This course is open to all qualified Paul College students.

Course Objectives:

- Learn franchising from the perspectives of the franchisee and the franchisor
- Enable students to assess business opportunities in franchising
- Analyze current economic, financial, marketing and legal issues affecting franchising
- Study and evaluate franchise concepts for different market segments
- Evaluate franchise issues such as ethics, technology, sustainability, social media, etc.
- Study recent research related to international franchising

Student Awards: Two Prizes will be awarded to the attending students:

1. “Best Student in Franchising Award” - $1,000 Cash Award
2. “Best Franchise Team Project Award” - $1,000 Cash Award

In addition, students registered for this class may be eligible for:

1. $2,500 scholarships (2) and
2. $2,500 internships (2)