

FRANCHISE MANAGEMENT CERTIFICATE

Own your future

PROGRAM INFORMATION

The Franchise Management Certificate focuses on developing the unique skills and practical knowledge necessary to start or grow a successful franchise business—empowering you to reach your full potential and further your career.

**100%
ONLINE**

**\$800 PER
CREDIT HOUR**

**5 WEEK
COURSES**

**ROLL CREDITS
INTO MBA**

FINISH IN 30 WEEKS

PROGRAM HIGHLIGHTS

- Develop the skills needed to acquire, run, and grow a franchise business.
- Learn from instructors with extensive experience in the industry.
- Network with other franchise professionals.
- Learn on your own time and in your own space with 24/7 access.
- Jump start your MBA—apply certificate credits toward completion of your **UofL MBA** (must apply separately).
- Earn 250 credits per course toward **CFE designation** from the International Franchise Association.





CURRICULUM
uofl.me/FRCcourses



TUITION & FINANCIAL AID
uofl.me/tuition



TECH REQ
uofl.me/techreq

ONLINE COURSES

Course Code	Course Title	Credit Hours
FRAN 601	Franchising Fundamentals	1.5
FRAN 610	Navigating Franchise Law	1.5
FRAN 620	Buying and Growing a Franchise	1.5
FRAN 630	Franchise HR Infrastructure	1.5
FRAN 640	Leading Franchise Teams	1.5
FRAN 650	Building a Profitable Relationship With Your Franchisor	1.5
Total		9.0

CAREER OUTLOOK

Franchise ownership is a viable and often prosperous pathway to entrepreneurship. Opportunities are available across many industries including food, hospitality, automotive, education, health, home services, retail, and more. Through completion of this program, you'll be equipped with the expertise needed to open a franchise, grow your current single or multi-unit franchise business, or take on leadership roles with franchisors.



“The Franchise Management Certificate emphasizes ‘real world’ application to best prepare graduates for a successful future in franchising.”

Dr. Todd Mooradian, Dean,
College of Business

ADMISSION REQUIREMENTS

- ❑ Completed **online application** (select “Graduate - Non-Degree” in classification level)
- ❑ Bachelor’s degree from an accredited college or university
- ❑ Official transcript(s) certifying the undergraduate degree
- ❑ Minimum cumulative undergraduate GPA of 2.0 (on a 4.0 scale)
- ❑ \$40 application fee

Note: GMAT is not required for admission into this certificate program.



ASK YOUR FRANCHISOR FOR REIMBURSEMENT

The knowledge and skills you will learn in the Franchise Management Certificate program will help the bottom line of your business—for you and your franchisor.

So your franchisor may be willing to provide financial support or tuition reimbursement. Download the sample messages below to help you get started making a request.

[SAMPLE LETTER 1](#)

[SAMPLE LETTER 2](#)

Application Deadline	Term	Start
December 11	Spring	January 4
February 1	Spring	February 8
March 8	Spring	March 15

ENROLLED STUDENTS RESOURCES



COURSE REGISTRATION

Sign up for your classes



VIRTUAL WRITING CENTER

Support from the first draft to the final product



VIRTUAL LIBRARY

Find research resources and books



TECH SUPPORT

Troubleshoot your technology

WHY UOFL ONLINE?

The University of Louisville (UofL) Online paves the way for students of all ages and backgrounds to achieve their academic, professional and personal goals through quality education.

With UofL Online you can:

- Access your program anytime, anywhere
- Get the one-on-one attention from your professors
- Collaborate on projects and assignments in real-time through virtual tools
- Build your professional network

Visit uofl.me/student_stories to see how other UofL Online students are achieving their goals.

Accreditation

The University of Louisville is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools (SACSCOC). The UofL College of Business is separately accredited by [AACSB International](https://www.aacsb.edu/). For more information visit louisville.edu/accreditation. For program availability in your state visit uofl.me/sarstates.

CONTACT US

UofL Online Learning

Office hours: M - TH, 8:30 a.m. to 6 p.m. (ET),

F, 8:30 a.m. to 4:30 p.m. (ET)

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P: 800.871.8635

UofL Office of Graduate Admissions

Office hours: M-F, 9 a.m. to 5 p.m. (ET)

gradadm@louisville.edu

P: 502.852.6531

UofL College of Business

Office hours: M-F, 8 a.m. to 5 p.m. (ET)

Kathy Gosser

franchise@louisville.edu

P: 502.852.7828

UofL Office of Financial Aid

Office hours: M-F, 9 a.m. to 4 p.m. (ET)

finaid@louisville.edu

P: 502.852.5511

