

**EVALUATION OF LIBRARY RESOURCES ESSENTIAL TO THE SUPPORT OF:  
UNDERGRADUATE FRANCHISE MANAGEMENT CERTIFICATE  
COLLEGE OF BUSINESS**

Alexandra Howard, Business Research & Teaching Librarian  
Dean Robert E. Fox, Jr.

University Libraries

November 15, 2021

## BACKGROUND

University of Louisville (UofL) Libraries are comprised of:

- 1) Ekstrom Library serving humanities, social sciences, life sciences, business, engineering, physical sciences, and technology,
- 2) Kornhauser Health Sciences Library,
- 3) Anderson Music Library,
- 4) Bridwell Art Library,
- 5) The Law Library, and
- 6) University Archives and Special Collections.

UofL's library system supports the teaching and research needs of more than 22,000 students and more than 7,000 faculty and staff. UofL belongs to the Association of Research Libraries (ARL), an organization of 126 North American library systems affiliated with large, comprehensive research institutions; the State-Assisted Academic Library Council of Kentucky (SAALCK); and Kentuckiana Metroversity, a consortium of Louisville area libraries.

Ekstrom Library provides access to the resources most relevant to the proposed Undergraduate Franchise Management Certificate. The proposed certificate will be housed in the College of Business. The program is entirely online and consists of twelve credit hours of undergraduate coursework. The College of Business offers a Graduate Level Certificate in Franchise Management, and the content is being adapted to the undergraduate level. There are four courses planned for the proposed Undergraduate Certificate in Franchise Management, three of these courses are currently under development.

This report provides a summary of library resources that support teaching and research in franchise management. While the library can support the proposed Undergraduate Certificate in Franchise Management, the report identifies eBooks that could be purchased to increase the library's support of this entirely online program.

## COLLECTIONS

### Books

According to WorldCat, UofL has hundreds of books related to franchise management. Because this proposed certificate program will be offered entirely online, it is important that the library has current eBooks to support the program. Here is a breakdown of the library's current holdings categorized by relevant Library of Congress subject heading:

LC Subject	# of Print Books	# of eBooks	Print Books published in last 5 years	eBooks published in last 5 years
Franchises	106	33	2	5
Entrepreneurship	899	219	17	72
New business enterprises management	137	30	1	1

Because this proposed certificate is completely online, we request additional funds to purchase eBooks specifically about franchise management. Please see suggested titles in the conclusion of this report.

### Periodicals

UofL currently has online full-text access to top-rated journals in management, entrepreneurship, and business.

Journal	Online Full-Text Holdings
<i>Academy of Management Review</i>	1976 – present
<i>Entrepreneurship Theory and Practice</i>	1988 – present
<i>Family Business Review</i>	1988 – present
<i>International Journal of Management Reviews</i>	1999 – present
<i>Journal of Business Venturing</i>	1985 – present
<i>Journal of Innovation &amp; Knowledge</i>	2016 - present
<i>Journal of Management</i>	1999 – present
<i>Journal of Management Inquiry</i>	1992 – present
<i>Journal of Organizational Change Management</i>	1992 – present
<i>Small Business Economics</i>	1989 – present
<i>Strategic Entrepreneurship Journal</i>	2007 – present
<i>Strategic Management Journal</i>	1980 – present

### Online Databases

The following databases offer indexes, abstracts, and full-text access to the periodicals listed above plus thousands of other publications and data related to franchise management.

- ABI/INFORM
- Business Source Premier
- Mergent Intellect
- Nexis Uni
- ProQuest Direct
- Small Business Reference Center
- Statista
- Web of Science

### Other Resources

There are online research guides in [Business](#) created by the Business Research & Teaching Librarian which can be used to support the Undergraduate Franchise Management Certificate. A new online research guide can also be created specifically about franchise management.

Undergraduate students may also benefit from UofL Libraries' [Research DIY tutorials](#) and [Productive Researcher Portal](#), which provide tools, strategies, and resources for conducting research and completing research assignments. Ekstrom Library also provides regular training in [EndNote](#) citation management software.

## SERVICES

### Research Assistance and Instruction

Ekstrom Library provides research assistance and information literacy instruction in a variety of online formats to meet the needs of students and faculty.

Liaison librarians work directly with their assigned colleges and departments to support their unique information needs. The [Business Research & Teaching Librarian](#) can support teaching, learning, and research for the proposed Undergraduate Franchise Management Certificate.

### **Interlibrary Loan and Document Delivery**

Faculty and students can access books and articles not held by UofL Libraries through [Interlibrary Loan](#). Document delivery services allow patrons to request that library-owned articles or book chapters less than 50 pages in length, and within copyright fair use guidelines, be scanned and delivered to them electronically. Ekstrom Library has a [Distance Learning Services Specialist](#) who provides online learners with access to print and electronic resources.

### **CONCLUSION**

The UofL Libraries has a breadth of resources and services to support the Undergraduate Franchise Management Certificate. However, UofL Libraries can strengthen these resources to ensure online undergraduate students have access to electronic books (eBooks) about franchise management. We request funding in the amount of \$431.09 to purchase the following eBooks that will enhance the libraries' ability to support the proposed Undergraduate Franchise Management Certificate. These are recommended titles, and we welcome feedback about other titles that can strengthen the libraries' electronic franchise management collection.

#### eBooks

- Franchise Bible: How to Buy a Franchise or Franchise Your Own Business (2021). \$49.98
- Franchise Your Business: The Guide to Employing the Greatest Growth Strategy Ever. \$43.98
- Franchise Management for Dummies. \$47.23
- Intellectual Property Handbook: A Practical Guide for Franchise, Business, and IP Counsel. \$174.95
- The Millennial Millionaire: How Young Entrepreneurs Turn Dreams into Business. \$114.95