

Instructor Information

Name
Office:
Office Hours:
Office Phone:
Cell Phone:
E-mail:

Course Description

Application of the principles learned in a real-world scenario is the objective of this final course for the Undergraduate Franchise Management Certificate. The Yum! Center for Global Franchise Excellence Board of Advisors will serve as the source for real issues in franchising that the students can research and provide consultancy to solve. This course will include a charter that is agreed upon by the stakeholders and a clear schedule of milestones to accomplish throughout the semester. It will culminate in a presentation to the leaders of the company seeking the advice. This can be done in a group format or individually.

Alternatively, an internship within a franchise organization can be arranged. The Learning objectives will remain the same.

Pre-requisites: MGMT 409, MGMT 410, MGMT 413.

Credit Hours: 3

Student Learning Objectives

After completing this practicum, you should be able to:

1. Apply knowledge gained in the prior franchising courses to the business scenario given.
2. Create a charter with key milestone to solve the franchising issue provided. If internship, create a charter of applied learnings for the semester.
3. Develop a presentation providing either your recommendations/conclusion to the problem or your applied learnings of the internship.

Materials

Required Reading/Listening/Reviewing

There are no required readings for this course.

Recommended Reading

- Issues of publications such as Franchise Times, Franchise Update, Franchising World, Entrepreneur, Success, and Inc. magazines contiguous with the course are suggested readings. Many of these have online versions.
- The Wall Street Journal and USA Today also have relevant articles covering franchising.
- Also, Recommended Book: Profitable Partnerships by Greg Nathan and Greg Nathan's Franchise Relationship Institute: <http://www.franchisereationships.com/>.

Taking an Online Class

Class communication is asynchronous, which means that not everyone is participating in the class at the same time. You can access the course any time, day or night, from anywhere that you have an internet connection.

My role as your professor is to be a facilitator, guide, coach, or resource, in order to create an effective learning environment. My regular Podcasts will take the place of a lecture and provide you with relevant examples and current information tied to your experiential learning. Your job is to use this environment to learn – interact with the the colleagues at your placement franchise, construct and share information, manage your time effectively, and use that time for critical thinking, reflection and application. You are in control and responsible for your own learning. I am here to support and help you, but it is up to you to ask for help when you need it.

Technology Expectations

Because this course is held completely online, you will need to have access to a computer and reliable high-speed internet. If you do not have access at home, you may be able to use a public library or come to campus to use computers in the library or one of the IT student computer labs. Make sure that you will have access several hours per module.

You must be able to use internet search tools, access Blackboard, use email, and know how to download and upload documents. You must also be able to play videos and have headphones or speakers.

All written assignments should be completed using Microsoft Word. Please use a virus checker on all documents before submitting them.

For your privacy and security, only your official U of L email account will be used for email communication. No information will be sent to personal email accounts. Please check your U of L email daily – I will send all announcements to your email as well.

Netiquette

Netiquette is a set of rules for behaving properly online. We are all having our own challenges during this pandemic, so being kind is the best rule for everything. The following bullet points cover some basics to communicating online:

- Be sensitive to the fact that there will be cultural and linguistic backgrounds, as well as different political and religious beliefs, plus just differences in general.

- Use good taste when composing your responses in Discussion Forums. Swearing and profanity is also part of being sensitive to your classmates and should be avoided. Also consider that slang can be misunderstood or misinterpreted.
- Don't use all capital letters when composing your responses as this is considered "shouting" on the Internet and is regarded as impolite or aggressive. It can also be stressful on the eye when trying to read your message.
- Be respectful of others' views and opinions. Avoid "flaming" (publicly attacking or insulting) them as this can cause hurt feelings and decrease the chances of getting all different types of points of view.
- Be careful when using acronyms. If you use an acronym, it is best to spell out its meaning first, then put the acronym in parentheses afterward, for example: Frequently Asked Questions (FAQs). After that you can use the acronym freely throughout your message.
- Use correct grammar and spelling; avoid using text messaging shortcuts.

Course Format

This course is online with synchronous sessions scheduled four times within the semester to ensure progress reports. The first one is scheduled on the first day of the course and last one during finals week. The other two meetings will depend upon the relationship/charter with your franchise organization.

This semester, we have three key leaders hosting virtual roundtables focused on franchising— we will record as well. Other university students may attend as this is a part of the newly formed Intercollegiate Franchise Network, which is a group for students in franchising across universities that have franchise content. All roundtables take place on the dates below at 7 p.m. Eastern; Zoom links to be provided prior to session .

Course Requirements

Criteria for Determination of Grades

The end result of the project/internship is critical; however, the process is also just as important. The following will be used to determine a grade for this course.

Assignment	Pt. Value	Description
Initial Charter (of work)	100	This document will define the purpose, scope, milestones, and details of the project/internship.
Progress reports (2)	200	There are defined progress reports twice during the semester. The progress reports are a direct result of the Charter progress.
Hosting Organization Feedback	100	The company that has provided the project/internship will evaluate the end result of the experience in a defined rubric.
Final Presentation	100	The final presentation will include the results of each component of the charter and will be given synchronously.
Total		

Grading

Grade	Percent range	Grade	Percent range
A+	98-100%	C+	77-79.9%
A	93-97.9%	C	73-76.9%
A-	90-92.9%	C-	70-72.9%
B+	87-89.9%	D+	68-69.9%
B	83-86.9%	D	63-67.9%
B-	80-82.9%	D-	60-62.9%

Late Assignments

Meeting deadlines is very important. Therefore, late assignments will be receiving a 10% deduction of the total points possible for every calendar day they are late. If you have circumstances that prevent you from meeting a deadline (e.g., representing the university in official functions such as athletic/academic competition, professional development conferences, ROTC), please plan to submit your assignment(s) before the due date. The best advice is to communicate!

Important Dates

Event	Date
Drop/Add Date	
Spring Break	
Last Day to Withdraw	
Final Exam	

University Policies

Title IX/Clery Act Notification

Sexual misconduct (including sexual harassment, sexual assault, and any other nonconsensual behavior of a sexual nature) and sex discrimination violate University policies. Students experiencing such behavior may obtain confidential support from the PEACC Program (852-2663), Counseling Center (852-6585), and Campus Health Services (852-6479). To report sexual misconduct or sex discrimination, contact the Dean of Students (852-5787) or University of Louisville Police (852-6111).

Disclosure to **University faculty or instructors** of sexual misconduct, domestic violence, dating violence, or sex discrimination occurring on campus, in a University-sponsored program, or involving a campus visitor or University student or employee (whether current or former) is **not confidential** under Title IX. Faculty and instructors must forward such reports, including names and circumstances, to the University's Title IX officer.

For more information, see the [Sexual Misconduct Resource Guide](#).

Students with Disabilities

The University of Louisville is committed to providing access to programs and services for qualified students with disabilities. If you are a student with a disability and require accommodation to participate and complete requirements for this class, notify me immediately and contact the Disability Resource Center (Stevenson Hall, 502-852-6938, <http://louisville.edu/disability>) for verification of eligibility and determination of specific accommodations.

Student Conduct & Responsibilities

Integrity is one of the most important characteristics that employers seek in new hires and one that the College of Business strives to foster in all its students. As such, this course will abide by the [College of Business student conduct and responsibilities](#) and the [University of Louisville student conduct and responsibilities](#).

Academic Dishonesty

Academic dishonesty is prohibited at the University of Louisville. It is a serious offense because it diminishes the quality of scholarship, makes accurate evaluation of student progress impossible, and defrauds those in society who must ultimately depend upon the knowledge and integrity of the institution and its students and faculty.

Sometimes circumstances make it tempting to cut corners or take the easy way out. You will always have a better final outcome by missing a deadline or completing less than your best work than by cheating. Plagiarized assignments will earn an automatic F, your final grade may be further adjusted by up to two full letters, and the incident will be reported to the Dean for further disciplinary action.

Statement on Diversity

The University of Louisville strives to foster and sustain an environment of inclusiveness that empowers us all to achieve our highest potential without fear of prejudice or bias.

We commit ourselves to building an exemplary educational community that offers a nurturing and challenging intellectual climate, a respect for the spectrum of human diversity, and a genuine understanding of the many differences - including race, ethnicity, gender, gender identity/expression, sexual orientation, age, socioeconomic status, disability, religion, national origin or military status - that enrich a vibrant metropolitan research university.

We expect every member of our academic family to embrace the underlying values of this vision and to demonstrate a strong commitment to attracting, retaining and supporting students, faculty and staff who reflect the diversity of our larger society.

Religious Holy Days and Observances

Federal law and university policy prohibit discrimination on the basis of religious belief. It is the policy of the University of Louisville to accommodate students, faculty, and staff who observe religious work-restricted holy days.

Students: Students who observe work-restricted religious holy days must be allowed to do so without jeopardizing their academic standing in any course. Faculty are obliged to accommodate students' request(s) for adjustments in course work on the grounds of religious observance, provided that the student(s) make such request(s) in writing during the first two (2) Modules of term. For more information visit [Work Restricted Holiday Calendar](#).

Deans and department chairs must investigate and resolve student complaints arising from alleged faculty failure to make reasonable accommodations under these guidelines.

Severe Weather

If the University of Louisville is closed due to a holiday, there is no impact on online classes. Coursework will be due according to the schedule.

Support Services

BizComm Coaching

About

The BizComm Coaches can offer a variety of FREE assistance on writing, speaking, and team-based assignments. Specific help ranges from dealing with writers' block or speech anxiety, to organizing preliminary ideas, to polishing final drafts or fine-tuning presentation graphics.

Contact Information

Phone: 502-852-4870

Office: Room 392

Email: bizcomm@louisville.edu

To book an appointment, go to <http://business.louisville.edu/bizcomm/bizcomm-coach/> and click on the "Book Appointment" button.

Library Services

Library services are available for students in distance education-online courses, including off-campus access to online databases and Electronic Course Reserves. The UofL librarians are available to assist you with library services. For more information view the [Library Services for Distance Education and Online Courses](#) page.

Technical Support

If you need technical support with your university account, unlocking your password, accessing wireless, Blackboard or other technical issues, contact the HelpDesk at (502) 852-7997. You can chat with a support expert or submit an email by visiting the [HelpDesk Resources](#) website.

University Writing Center

The University Writing Center is committed to supporting the writing of distance education students. If you are taking a distance education course and cannot make a face-to-face appointment at the Writing Center, you can schedule an online consultation through their Virtual Writing Center. They provide both online live chat sessions and, when that's not possible, they can respond to your draft in writing through an eTutoring session. Learn more at the [Writing Center](#) website.

Support from Me

I realize these are very different times and want you to know that I am here to support your journey. It is my goal to teach you the content and provide you with constructive feedback on all assignments. Please reach out to me at any time with questions or concerns. Also, if you do have any illness or anything that causes you to be late in assignments, just email or text me. We can work anything out as flexibility is important in today's world, but please communicate as that is the key. I truly want you all to succeed.

Syllabus Changes

This syllabus is subject to change. Any changes will be posted on the Announcements page of Blackboard and emailed to students' official UofL email account.

Prepared by Dr. Kathleen Gosser, Spring, 2022.