



Liniger Center on Franchising

UNIVERSITY OF DENVER

INTRODUCTION TO FRANCHISING AGENDA

Time:	Location:	Instructor:
Self-Paced (10 hours)	Asynchronous Online	Dr. Ben Litalien, CFE
30 Minutes	Welcome, Introductions & Overview: Instructor welcome and overview of the course, objectives, and key learnings.	
30 Minutes	History of Franchising: Franchising is a powerful and complex model that has its roots in the Middle Ages with Kings and how they managed their kingdoms. We'll review where franchising started and how it evolved over time into the current economic powerhouse it is today.	
1 Hour	Case Study: Why do companies choose to franchise vs. various alternatives?	
1 Hour	The Legal Framework of Franchising: The franchise model is regulated at the federal level in the U.S. under the auspice of the Federal Trade Commission, and several states have enacted laws regarding the offer and sale of franchises in their state. We'll review the regulatory model and provide perspective on the legal aspects of franchising.	
1 Hour	Case Study: Students will evaluate several scenarios and apply the legal framework of franchising to address the situations.	
2 Hours	A Global Perspective: We'll look at franchising from a global perspective, featuring a review of the International Franchise Association and the International Trade Administration program from the U.S. Department of Commerce.	
45 Minutes	Training in a Franchise Environment: Used as a growth strategy, making good decisions on locations is a critical component to development. We will review the parameters and issues.	
1 Hour	Case Study: We will consider how training evolves within a franchise system.	
1 Hour	Economic Impact of Franchising: The franchise model has a unique and compelling economic framework. We will lay the foundation for this framework including research on the franchise sector statistics, unique accounting considerations and implications.	
45 Minutes	Technology in a Franchise Environment: Increasingly, franchise companies are highly evolved with technology platforms that support the underlying business imperatives and managing the franchise network. We will review the typical "tech stack" for a franchise company and review the trends in franchising.	
30 Minutes	Course Wrap-up: Instructor will provide a summary of the program, review the learning objectives that should have been achieved and provide insights and next steps.	