

Proposal for Minor in Entrepreneurship

Approved by the Management Faculty: September 2nd, 2011

**Dr. Leon Prieto
Dr. Sharon Johnson
Dr. Tamara Friedrich
Dr. Ulysses Brown
Mrs. Shalonda Bradford
Dr. Rebecca Setliff
Dr. Suman Niranjana
Dr. Jun Wu**

Approved by the COBA Curriculum Committee Approval: October 13th, 2011

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**Savannah State University
New Programs and Curriculum Committee
Summary Page – Form I**

1. **Submitting College:** COBA
2. **Department(s) Generating the Proposal:** Business
3. **Proposal Title:** Proposal for Minor in Entrepreneurship
4. **Course Number(s):**
5. **Course Title(s):**
6. **Effective Date:** Spring 2012
7. **Brief Summary of Proposal:** In this document we are outlining our proposal for a minor in Entrepreneurship within the College of Business Administration. We believe that with this minor in Entrepreneurship students will now have the opportunity to focus their studies into this specialized area that is of growing importance. Additionally, the Entrepreneurship minor now includes topics of significant importance that were not previously covered and that are critical to individuals who want to promote economic development by starting their own business ventures.

Entrepreneurship Minor (Business Majors)

MGNT 4204 Creativity and Entrepreneurship (**Required Course**)

MGNT 4221 Social Entrepreneurship (**Required Course**)

MGNT 4231 Family Business Management (**Required Course**)

Choose Two Electives

MGNT 3196 Entrepreneurship and Small Business Management (**Elective**)

MKTG 3179 E-Marketing (**Elective**)

MKTG 4179 International Marketing and Export Management (**Elective**)

MGNT 4240 International Entrepreneurship (**Elective**)

MGNT 4250 Franchise Management (**Elective**)

Entrepreneurship Minor (Non-Business Majors) Option 1

MGNT 3165 Management of Organizations (Pre-requisite**) **

MGNT 4204 Creativity and Entrepreneurship (**Required Course**)

MGNT 4221 Social Entrepreneurship (**Required Course**)

MGNT 4231 Family Business Management (**Required Course**)

Choose One Elective

MGNT 3196 Entrepreneurship and Small Business Management (**Elective**)

MGNT 4240 International Entrepreneurship (**Elective**)

MGNT 4250 Franchise Management (**Elective**)

Entrepreneurship Minor (Non-Business Majors) Option 2

****MGNT 3165 Management of Organizations (Pre-requisite) ****

MGNT 3175 Principles of Marketing

MGNT 4204 Creativity and Entrepreneurship (**Required Course**)

MGNT 4221 Social Entrepreneurship (**Required Course**)

MGNT 4231 Family Business Management (Required Course)

8. **Type of Proposal:** Other If other, please describe: New Minor

9. **Impact on Library Holdings**

Existing:

Additional: specific books TBD

Deletions:

10. **Impact on Existing Programs:**

11. **Additional Resources Required**

Personnel: None

Non-Personnel:

12. **Approvals:**

- Department Curriculum Committee Signature_____Date_____

- Department Chair Signature_____Date_____

- College Curriculum Committee Signature_____Date_____

- College Dean Signature_____Date_____

- Vice President of Academic Affairs Signature_____Date_____

(Chair of the New Programs and Curriculum Committee)

- Faculty Senate Signature_____Date_____

FORM V - PROGRAM CHANGE PAGE FOR PROPOSAL # COBA-ENTREPRENEURSHIP

A. 1. Program Name: ENTREPRENEURSHIP

A. 2. Type of program: Minor

B. Catalog Description: Entrepreneurship, creativity and innovation are the catalysts for economic development worldwide. Most economists today agree that entrepreneurship is an important ingredient for stimulating economic growth and employment opportunities in all communities. In the developing world, successful small businesses are the primary engines of job creation, income growth, and poverty reduction. Three unique highlights of this minor are: 1) Students will learn how to create and present an effective business plan; 2) Students will be able to identify and address challenges related to responsible ownership, succession, corporate governance; 3) Students will be learn how to access ways to finance their business.

C. Rationale: Entrepreneurship, creativity and innovation is one strategy for promoting economic growth in Savannah and the rest of the United States. Every year, American entrepreneurs start between 3 million and 4.5 million businesses, and the level of interest in pursuing entrepreneurship as a career remains high among people in all age groups. None of the colleges or universities in and around Savannah has an AACSB accredited undergraduate minor in Entrepreneurship. The College of Business Administration at Savannah State University is making an attempt to establish a new minor in the area of Entrepreneurship in order to give the students the necessary knowledge, skills, and abilities to create new business ventures that will aid in economic development of the region, and nation.

D. Resource Statement: In order for this program to work we need an additional faculty member in the Entrepreneurship area.

E. *Existing courses required* for completion of program (provide course # and title):

- **Creativity and Entrepreneurship (MGNT 3196)**
- **Social Entrepreneurship (MGNT 4221)**
- ****Management of Organizations (MGNT 3165)** Non Business Majors**
- ****Principles of Marketing (MKTG 3175)** Non Business Majors (only if they plan to take MKTG 3179 and/or MKTG 4179 as electives)**

F. *New courses required* for completion of program: Form II attached for every new course

- **Family Business Management**

G. *Existing courses which can be used as electives* in program:

- **International Marketing and Export Management (MKTG 4179)**
- **E-Marketing (MKTG 3179)**
- **Entrepreneurship and Small Business management (MGNT 3196)**

H. *New courses which can be used as electives* in program:

- **International Entrepreneurship**
- **Franchise Management**

- I. Deletion of *existing required* courses: None
[Attach Form III for each course]
- J. Deletion of *existing elective* courses: None
[Attach Form III for each course]
- K. Changes to *existing* courses: None
- L. Admissions Requirements: Same as the general BBA degree
- M. Additional Program Requirements: None
- N. 1. Number of *required* credits: 15 total Business majors, 15 total hours non-Business majors
- N. 2. Number of *elective* credits: 6 total
- O. Other Information: None

FORM II - COURSE ADDITION FORM FOR PROPOSAL # COBA-ENTREPRENURSHIP

- A. Course Number: MGNT 4240
- B. Course Title: **International Entrepreneurship**
- C. Catalog Description: An examination of the role of the entrepreneur in creating new international business ventures. This course provides students with both a theoretical and practical understanding of new venture creation in the international marketplace, including extensions of domestic enterprises and new enterprises.
- D. Rationale: Understanding how to effectively conduct business activities across national boundaries is essential for entrepreneurs who want to make their firm into a global player. Before our students graduate and assume leadership & entrepreneurial responsibilities, it would be beneficial to provide them with the theoretical background of their roles along with practical tools for success.
- E. Impact on Library Holdings:
Existing:
Additions:
Deletions:
- F. Credit Hours: 3
- G. Prerequisites: MGNT 3165
- H. Syllabus (attach copy): (attached)
- I. Similarity to, or Duplication of, Existing Courses:
- J. Textbook Selection (include title, author and ISBN#):

Hisrich, R. D. (2010). *International Entrepreneurship*. Thousand Oaks, CA: Sage [ISBN: 978-1-4129-5798-4]
- K. Grading (letter grade, pass/fail, S/U etc.):
Letter grade
- L. Bibliography:

Hisrich, R. D. (2010). *International Entrepreneurship*. Thousand Oaks, CA: Sage [ISBN: 978-1-4129-5798-4]

MGNT 4240
International Entrepreneurship

Professor: Leon C. Prieto, MBA, PhD
Location: Howard Jordan- Office 131
Phone: (912) 358-3414
E-mail: prietol@savannahstate.edu
Office Hours: TBD

COURSE DESCRIPTION:

An examination of the role of the entrepreneur in creating new international business ventures. This course provides students with both a theoretical and practical understanding of new venture creation in the international marketplace, including extensions of domestic enterprises and new enterprises.

PREREQUISITES:

This course may only be taken by students with junior standing, or successful completion of 60 hours of coursework. Students who are enrolled in MGNT 3165 Management in Organizations are advised with this notice that they must have a grade of C or better in the above-listed prerequisite courses, prior to enrollment in this course. With your continued presence on the official roll, you are certifying that you have satisfactorily completed all of the required prerequisites prior to enrolling in this course. Students further acknowledge that, should the instructor, or the administration, subsequently determine, at any time hereafter, that this certification is invalid; violator(s) will be subject to administrative withdrawal from this course. Should such administrative withdrawal occur, after the official date to withdraw without a grade penalty, the grade assigned will be a “WF”. Should the violation be discovered after a final grade is reported, the student by his or her continued presence on the official roll, acknowledges that the reported grade is authorized to be changed, at any time after discovery, to a grade of “WF”.

LEARNING OBJECTIVES:

Upon completion of this course, the student should have gained the following:

- Have gained an understanding of the field of international entrepreneurship and understand many of the opportunities, challenges, and issues facing global entrepreneurs
- Develop a business plan for an international business venture
- Develop the knowledge, skills and abilities to become a global entrepreneur

STUDENTS WITH LEARNING DISABILITIES:

If a student has a documented and declared disability, reasonable accommodations will be provided if requested by the student according to the recommendations of the office of Counseling and Disability Services (CDS). Contact number(s) (912) 356-2285 / (912) 303 1650.

REQUIRED TEXT AND MATERIALS:

In Class:

Text: International Entrepreneurship, Robert D. Hisrich, ISBN-978-1-4129-5798-4

Students should also bring paper and something to write with for class activities.

Online:

You will need an SSU e-mail (user ID and password available in PAWS) and E-Learning access

PEDAGOGICAL APPROACH:

The instructor will utilize a combination of methods to deliver instruction including:

- Lecture
- Self-study; case studies
- Videos, articles & reports
- Student presentations
- Peer Tutoring; team/partner teaching

Additionally, students may be asked to attend professional meetings, seminars and functions to reinforce classroom teaching. The incorporation of these methods is used to enhance learning experience.

DRESS CODE:

Students are required to adhere to the COBA **professional** dress code for presentations, speeches, visits by business professionals. For normal day-to-day classes, students are expected to follow the COBA dress policy:

“A student’s attire should never be lewd, indecent, or inappropriate, as it is unbecoming of a success-oriented Savannah State University student. Inappropriate may include, but is not limited to, halter tops, any shirt that exposes bare midriff or bare back, t-shirts with obscene or offensive language, gestures, or slogans, or undershirts customarily worn as undergarments. Hats are not allowed during class or any academic function.”

ATTENDANCE:

Attendance is required, and it is in your best interest that you attend **all lectures**. Content discussed in class may not be covered in the text and will be fair game for tests. Additionally, activities done in class will count towards your participation grade. These activities **cannot be made up** without a valid excuse and proof of this excuse is required (e.g., Doctor’s note, funeral announcement).

Tardiness will not be tolerated. We will begin class promptly- do not enter the classroom after the door is closed and the class has begun. It is disruptive to your fellow classmates and will not be tolerated. Should you enter the classroom late without making previous arrangements with the professor to do so, you will incur the penalty of an unexcused absence therefore your presence will not be acknowledged, even if you participate in that day’s activity. Leaving the class early is also considered an unexcused absence unless advance notice is given to and approved by the professor.

ELECTRONIC DEVICES:

No electronic devices are to be seen or heard during regularly scheduled class time, quizzes, tests, or examinations - (note that this includes earpieces and ear buds). If any are observed or heard during class, the student will be excused from class. Should such devices be observed or heard during assessment periods, there will be **the presumption of academic dishonesty**. Those found to be in violation of this policy will be subject to the consequences for academic dishonesty under the College of Business Administration Policy on Academic Dishonesty.

Laptops: Laptops are permitted in class for the purpose of taking notes only. However, if there is consistent abuse of laptops (e.g., browsing the web, playing games), the professor reserves the right to no longer permit the use of lap tops in class.

Recorders: Recording of lectures is permitted but **ONLY** if you provide advanced notice and obtain permission from the instructor.

ACADEMIC DISHONESTY:

If academic dishonesty (as defined in the Code of Student Conduct) is established, then the minimum penalty for the offending student will be a grade of **ZERO** for the assignment (as per university policy). However, students should be apprised that the instructor may well assign a penalty grade of F for the semester and request that the student be expelled from the university. In all cases, students are apprised that **all incidents** of academic dishonesty, regardless of severity, will be reported to the Office of the Dean of the COBA, the COBA Student Services Office (for inclusion in the student's academic record) and to the Vice President for Student Affairs. Please note that this record may be considered when making decisions about scholarships, awards, etc.

GRADE DETERMINATION:

All grades in this course will be based on 100 points. Students may access their electronic grade book through E-Learning. Students should use the grade book to track their progress in the course.

**Please be advised, in order to successfully complete this course, the student's overall average must be greater than or equal to a "C".

In Class Activities	25%
Exam 1	15%
Exam 2	15%
Exam 3	15%
Case Studies	15%
Group Presentation	15%
Total:	100%

In Class Activities = 25% of Final Grade

In lieu of taking attendance, we will be engaging in activities in most, if not all, classes that will count towards your participation. For some activities you will get full credit for just participating, while others may receive a letter grade based on performance. The average of these grades will constitute your final "in class activities" score. These activities **cannot be made up**. They will be completed in class and only in class. You will only receive credit if you are able to provide valid proof for an excused absence.

Exams = 45% of Final Grade (15% each)

There will be 3 exams throughout the semester and each exam will count as 15% of your final grade. Each of these exams will cover approximately 1/3 of the course material. There will not be a final exam. The exams will be a combination of multiple choice and true/false questions.

Case Studies =15% of Final Grade

Analysis of real-world international entrepreneurship case studies will be assigned at several times throughout the semester to serve as a supplement to the content taught in class each week. You will be required to respond in a short 2-3 page paper to a set of questions regarding each case. This analysis will be relevant to the material covered in class. These case studies will provide concrete examples of how the theories and techniques learned in class can be applied in the real world. **Late papers will never be accepted.**

Group Presentation = 15% of Final Grade

It is important as a future business professional that you are capable of communicating effectively through oral presentations. Additionally, it is critical that you gain experience working in a team together towards a goal. Your effectiveness as a teammate will be rated by your peers and will be considered in your overall grade.

COURSE SCHEDULE

Week	Lecture
1	Importance of International Entrepreneurship
2	Globalization and the International Environment
3	Cultures and International Entrepreneurship
4	Developing the Global Business Plan
5	Exam 1
6	Selecting International Business Opportunities
7	International Legal Concerns
8	The Global Monetary System
9	Alternative Entry Strategies
10	Exam 2
11	Global Marketing and R&D
12	Global HRM
13	Implementing and Managing a Global Strategy
13	Global Family Business
14	Exam 3
15	Presentations
16	Presentations

FORM II - COURSE ADDITION FORM FOR PROPOSAL # COBA-ENTREPRENURSHIP

- A. Course Number: MGNT 4231
- B. Course Title: **Family Business Management**
- C. Catalog Description: This course explores the unique challenges and opportunities involved in owning and/or managing a family business. By attending the class, students learn to identify and address challenges related to responsible ownership, succession, corporate governance, and family governance. Both family and non-family members' perspectives are explored and addressed.
- D. Rationale: Family businesses are the primary engine of economic growth and vitality in free economics all over the world. It is essential that potential and existing family business owners understand the strategy, environment, and decision-making processes most important for creating, owning, and successfully operating a small and family business. As future business professionals, our graduates would benefit from being prepared to compete in this environment.
- F. Impact on Library Holdings: (none)
Existing:
Additions:
Deletions:
- F. Credit Hours: 3
- G. Prerequisites: MGNT 3165
- H. Syllabus (attach copy):
- I. Similarity to, or Duplication of, Existing Courses:
- J. Textbook Selection (include title, author and ISBN#):

Poza, E. (2010). *Family Business, 3rd Edition*. Mason, OH: South-Western Cengage Learning. [ISBN: 0470998105]
- K. Grading (letter grade, pass/fail, S/U etc.): Letter Grade
- L. Bibliography:
Poza, E. (2010). *Family Business, 3rd Edition*. Mason, OH: South-Western Cengage Learning. [ISBN : 0470998105]

MGNT 4231
Family Business Management

Professor: Dr. S W Johnson
Location: Howard Jordan Building – Room 149
Phone: 912-356-2834
E-mail: swjohn@savannahstate.edu
Office Hours: TBD

COURSE DESCRIPTION:

This course explores the unique challenges and opportunities involved in owning and/or managing a family business. By attending the class, students learn to identify and address challenges related to responsible ownership, succession, corporate governance, and family governance. Both family and non-family members' perspectives are explored and addressed.

PREREQUISITES:

This course may only be taken by students with junior standing, or successful completion of 60 hours of coursework. Students who are enrolled in MGNT 3165 Management in Organizations are advised with this notice that they must have a grade of C or better in the above-listed prerequisite courses, prior to enrollment in this course. With your continued presence on the official roll, you are certifying that you have satisfactorily completed all of the required prerequisites prior to enrolling in this course. Students further acknowledge that, should the instructor, or the administration, subsequently determine, at any time hereafter, that this certification is invalid; violator(s) will be subject to administrative withdrawal from this course. Should such administrative withdrawal occur, after the official date to withdraw without a grade penalty, the grade assigned will be a "WF". Should the violation be discovered after a final grade is reported, the student by his or her continued presence on the official roll, acknowledges that the reported grade is authorized to be changed, at any time after discovery, to a grade of "WF".

LEARNING OBJECTIVES:

Upon completion of this course, the student should have gained the following:

- Have gained an understanding of the field of family business and understand many of the opportunities, challenges, and issues facing family business owners
- Develop a business plan for an family business venture
- Develop the knowledge, skills and abilities to become a family business owner

STUDENTS WITH LEARNING DISABILITIES:

If a student has a documented and declared disability, reasonable accommodations will be provided if requested by the student according to the recommendations of the office of Counseling and Disability Services (CDS). Contact number(s) (912) 356-2285 / (912) 303 1650.

REQUIRED TEXT AND MATERIALS:

In Class:

Text: Family Business, 3rd edition, Mason, OH: South-Western Cengage Learning.
[ISBN: 0470998105]

Students should also bring paper and something to write with for class activities.

Online:

You will need an SSU e-mail (user ID and password available in PAWS) and E-Learning access

PEDAGOGICAL APPROACH:

The instructor will utilize a combination of methods to deliver instruction including:

- Lecture
- Self-study; case studies
- Videos, articles & reports
- Student presentations
- Peer Tutoring; team/partner teaching

Additionally, students may be asked to attend professional meetings, seminars and functions to reinforce classroom teaching. The incorporation of these methods is used to enhance learning experience.

DRESS CODE:

Students are required to adhere to the COBA **professional** dress code for presentations, speeches, visits by business professionals.

For normal day-to-day classes, students are expected to follow the COBA dress policy:

“A student’s attire should never be lewd, indecent, or inappropriate, as it is unbecoming of a success-oriented Savannah State University student. Inappropriate may include, but is not limited to, halter tops, any shirt that exposes bare midriff or bare back, t-shirts with obscene or offensive language, gestures, or slogans, or undershirts customarily worn as undergarments. Hats are not allowed during class or any academic function.”

ATTENDANCE:

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ELECTRONIC DEVICES:

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assessment periods, there will be **the presumption of academic dishonesty**. Those found to be in violation of this policy will be subject to the consequences for academic dishonesty under the College of Business Administration Policy on Academic Dishonesty.

Laptops: Laptops are permitted in class for the purpose of taking notes only. However, if there is consistent abuse of laptops (e.g., browsing the web, playing games), the professor reserves the right to no longer permit the use of lap tops in class.

Recorders: Recording of lectures is permitted but **ONLY** if you provide advanced notice and obtain permission from the instructor.

ACADEMIC DISHONESTY:

If academic dishonesty (as defined in the Code of Student Conduct) is established, then the minimum penalty for the offending student will be a grade of **ZERO** for the assignment (as per university policy). However, students should be apprised that the instructor may well assign a penalty grade of F for the semester and request that the student be expelled from the university. In all cases, students are apprised that **all incidents** of academic dishonesty, regardless of severity, will be reported to the Office of the Dean of the COBA, the COBA Student Services Office (for inclusion in the student's academic record) and to the Vice President for Student Affairs. Please note that this record may be considered when making decisions about scholarships, awards, etc.

GRADE DETERMINATION:

All grades in this course will be based on 100 points. Students may access their electronic grade book through E-Learning. Students should use the grade book to track their progress in the course.

****Please be advised, in order to successfully complete this course, the student's overall average must be greater than or equal to a "C".**

In Class Activities	25%
Exam 1	15%
Exam 2	15%
Exam 3	15%
Case Studies	15%
Group Presentation	15%
Total:	100%

In Class Activities = 25% of Final Grade

In lieu of taking attendance, we will be engaging in activities in most, if not all, classes that will count towards your participation. For some activities you will get full credit for just participating, while others may receive a letter grade based on performance. The average of these grades will constitute your final "in class activities" score. These activities **cannot be made up**. They will be completed in class and only in class. You will only receive credit if you are able to provide valid proof for an excused absence.

Exams = 45% of Final Grade (15% each)

There will be 3 exams throughout the semester and each exam will count as 15% of your final grade. Each of these exams will cover approximately 1/3 of the course material. There will not be a final exam. The exams will be a combination of multiple choice and true/false questions.

Case Studies =15% of Final Grade

Analysis of real-world family business case studies will be assigned at several times throughout the semester to serve as a supplement to the content taught in class each week. You will be required to respond in a short 2-3 page paper to a set of questions regarding each case. This analysis will be relevant to the material covered in class. These case studies will provide concrete examples of how the theories and techniques learned in class can be applied in the real world. **Late papers will never be accepted.**

Group Presentation = 15% of Final Grade

It is important as a future business professional that you are capable of communicating effectively through oral presentations. Additionally, it is critical that you gain experience working in a team together towards a goal. Your effectiveness as a teammate will be rated by your peers and will be considered in your overall grade. Thus, please be a reliable teammate. Team members will be randomly assigned in the third week of class. At that time, further information will be provided on the topic and content of the presentation.

COURSE SCHEDULE

Week	Lecture
1	Importance of Family Business
2	Great Families in Business
3	Ownership of an Enterprise Built to Last
4	Succession: Continuing Entrepreneurship and the next Generation
5	Exam 1
6	Succession and the Transfer of Power
7	Creating the Strategy
8	Financial Considerations
9	Key Non-Family Management
10	Exam 2
11	Family Business Governance
12	Family Communication
13	Change and Adaptation
13	Continuing the Spirit of the Enterprise
14	Exam 3
15	Presentations
16	Presentations

FORM II - COURSE ADDITION FORM FOR PROPOSAL # COBA-ENTREPRENURSHIP

- A. Course Number: MGNT 4250
- B. Course Title: **Franchise Management**
- C. Catalog Description: Franchise Management is an introduction to the field of franchising as it concerns the franchiser (the business who grants the business rights to franchisees), and the franchisee (the individual or business who obtains the rights to operate the franchised business in accordance with the chosen method to produce or sell the product or service). It covers the body of knowledge on how to expand an existing business through domestic or international franchising as well as how to analyze and decide how to buy and manage a franchise.
- D. Rationale: Since the 1950s, franchising has been the leading edge of business by showing impressive growth rates in overall sales and market share. This course will allow students the opportunity to learn about the franchising process. As future business professionals, our graduates would benefit from being prepared to compete in this environment.
- E. Impact on Library Holdings:
Existing:
Additions:
Deletions:
- F. Credit Hours: 3
- G. Prerequisites: Management of Organizations
- H. Syllabus (attach copy):
- I. Similarity to, or Duplication of, Existing Courses:
- J. Textbook Selection (include title, author and ISBN#): Franchising: An Entrepreneur's Guide, 4th Edition, Richard J. Judd & Robert T. Justis. Cengage Learning. ISBN-13: 978-0-759-36705-0
- K. Grading (letter grade, pass/fail, S/U etc.): Letter Grade
- L. Bibliography:

MGNT 4250
Franchise Management

Professor: Leon C. Prieto, MBA, PhD
Location: Howard Jordan- Office 131
Phone: (912) 358-3414
E-mail: prietol@savannahstate.edu
Office Hours: TBD

COURSE DESCRIPTION:

Franchise Management is an introduction to the field of franchising as it concerns the franchiser (the business who grants the business rights to franchisees), and the franchisee (the individual or business who obtains the rights to operate the franchised business in accordance with the chosen method to produce or sell the product or service). It covers the body of knowledge on how to expand an existing business through domestic or international franchising as well as how to analyze and decide how to buy and manage a franchise.

PREREQUISITES:

This course may only be taken by students with junior standing, or successful completion of 60 hours of coursework. Students who are enrolled in MGNT 3165 Management in Organizations are advised with this notice that they must have a grade of C or better in the above-listed prerequisite courses, prior to enrollment in this course. With your continued presence on the official roll, you are certifying that you have satisfactorily completed all of the required prerequisites prior to enrolling in this course. Students further acknowledge that, should the instructor, or the administration, subsequently determine, at any time hereafter, that this certification is invalid; violator(s) will be subject to administrative withdrawal from this course. Should such administrative withdrawal occur, after the official date to withdraw without a grade penalty, the grade assigned will be a "WF". Should the violation be discovered after a final grade is reported, the student by his or her continued presence on the official roll, acknowledges that the reported grade is authorized to be changed, at any time after discovery, to a grade of "WF".

LEARNING OBJECTIVES:

Upon completion of this course, the student should have gained the following:

- Ability to identify opportunities to expand local
- Develop a franchisor/franchisee business plan
- Ability to work out details needed to establish and develop a franchise network

STUDENTS WITH LEARNING DISABILITIES:

If a student has a documented and declared disability, reasonable accommodations will be provided if requested by the student according to the recommendations of the office of Counseling and Disability Services (CDS). Contact number(s) (912) 356-2285 / (912) 303 1650.

REQUIRED TEXT AND MATERIALS:

In Class:

Text: Franchising: An Entrepreneur's Guide, 4th Edition, Richard J. Judd & Robert T. Justis. Cengage Learning. ISBN-13: 978-0-759-36705-0

Students should also bring paper and something to write with for class activities.

Online:

You will need an SSU e-mail (user ID and password available in PAWS) and E-Learning access

PEDAGOGICAL APPROACH:

The instructor will utilize a combination of methods to deliver instruction including:

- Lecture
- Self study; case studies
- Videos, articles & reports
- Student presentations
- Peer Tutoring; team/partner teaching

Additionally, students may be asked to attend professional meetings, seminars and functions to reinforce classroom teaching. The incorporation of these methods is used to enhance learning experience.

DRESS CODE:

Students are required to adhere to the COBA **professional** dress code for presentations, speeches, visits by business professionals.

For normal day-to-day classes, students are expected to follow the COBA dress policy:

“A student’s attire should never be lewd, indecent, or inappropriate, as it is unbecoming of a success-oriented Savannah State University student. Inappropriate may include, but is not limited to, halter tops, any shirt that exposes bare midriff or bare back, t-shirts with obscene or offensive language, gestures, or slogans, or undershirts customarily worn as undergarments. Hats are not allowed during class or any academic function.”

ATTENDANCE:

Attendance is required, and it is in your best interest that you attend **all lectures**. Content discussed in class may not be covered in the text and will be fair game for tests. Additionally, activities done in class will count towards your participation grade. These activities **cannot be made up** without a valid excuse and proof of this excuse is required (e.g., Doctor’s note, funeral announcement).

Tardiness will not be tolerated. We will begin class promptly- do not enter the classroom after the door is closed and the class has begun. It is disruptive to your fellow classmates and will not be tolerated. Should you enter the classroom late without making previous arrangements with the professor to do so, you will incur the penalty of an unexcused absence therefore your presence will not be acknowledged, even if you participate in that day’s activity. Leaving the class early is also considered an unexcused absence unless advance notice is given to and approved by the professor.

ELECTRONIC DEVICES:

No electronic devices are to be seen or heard during regularly scheduled class time, quizzes, tests, or examinations - (note that this includes earpieces and ear buds). If any are observed or heard during

class, the student will be excused from class. Should such devices be observed or heard during assessment periods, there will be **the presumption of academic dishonesty**. Those found to be in violation of this policy will be subject to the consequences for academic dishonesty under the College of Business Administration Policy on Academic Dishonesty.

Laptops: Laptops are permitted in class for the purpose of taking notes only. However, if there is consistent abuse of laptops (e.g., browsing the web, playing games), the professor reserves the right to no longer permit the use of lap tops in class.

Recorders: Recording of lectures is permitted but **ONLY** if you provide advanced notice and obtain permission from the instructor.

ACADEMIC DISHONESTY:

If academic dishonesty (as defined in the Code of Student Conduct) is established, then the minimum penalty for the offending student will be a grade of **ZERO** for the assignment (as per university policy). However, students should be apprised that the instructor may well assign a penalty grade of F for the semester and request that the student be expelled from the university. In all cases, students are apprised that **all incidents** of academic dishonesty, regardless of severity, will be reported to the Office of the Dean of the COBA, the COBA Student Services Office (for inclusion in the student's academic record) and to the Vice President for Student Affairs. Please note that this record may be considered when making decisions about scholarships, awards, etc.

GRADE DETERMINATION:

All grades in this course will be based on 100 points. Students may access their electronic grade book through E-Learning. Students should use the grade book to track their progress in the course.

****Please be advised, in order to successfully complete this course, the student's overall average must be greater than or equal to a "C".**

In Class Activities	25%
Exam 1	15%
Exam 2	15%
Exam 3	15%
Case Studies	15%
Group Presentation	15%
Total:	100%

In Class Activities = 25% of Final Grade

In lieu of taking attendance, we will be engaging in activities in most, if not all, classes that will count towards your participation. For some activities you will get full credit for just participating, while others may receive a letter grade based on performance. The average of these grades will constitute your final "in class activities" score. These activities **cannot be made up**. They will be completed in class and only in class. You will only receive credit if you are able to provide valid proof for an excused absence.

Exams = 45% of Final Grade (15% each)

There will be 3 exams throughout the semester and each exam will count as 15% of your final grade. Each of these exams will cover approximately 1/3 of the course material. There will not be a final exam. The exams will be a combination of multiple choice and true/false questions.

Case Studies =15% of Final Grade

Analysis of real-world franchising case studies will be assigned at several times throughout the semester to serve as a supplement to the content taught in class each week. You will be required to respond in a short 2-3 page paper to a set of questions regarding each case. This analysis will be relevant to the material covered in class. These case studies will provide concrete examples of how the theories and techniques learned in class can be applied in the real world. **Late papers will never be accepted.**

Group Presentation = 15% of Final Grade

It is important as a future business professional that you are capable of communicating effectively through oral presentations. Additionally, it is critical that you gain experience working in a team together towards a goal. Your effectiveness as a teammate will be rated by your peers and will be considered in your overall grade. Thus, please be a reliable teammate. Team members will be randomly assigned in the third week of class. At that time, further information will be provided on the topic and content of the presentation.

COURSE SCHEDULE

Week	Lecture
1	Franchising: History and Overview
2	Recognizing Franchising Opportunities
3	The Franchisor Business Plan
4	Franchisor Management
5	Exam 1
6	The Franchising Market Process
7	Selling and Marketing Research/Co-Branding
8	Operations Process/Location Site Selection
9	Financial Statements/Financial Management
10	Exam 2
11	Information Systems in Franchising
12	Franchise Legal Documents/Trademarks, Patents
13	Investigating Franchise Opportunities
14	Franchisor Support Services/International Franchising
15	Presentations
16	Presentations