

NIRMA UNIVERSITY
Institute of Management
Master of Business Administration (Full Time) Programme/
Integrated Bachelor of Business Administration-Master of Business
Administration Programme/
Master of Business Administration (Family Business &
Entrepreneurship) Programme

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Course Code	MFT5SEMM10 MBM5SEMM10 MFB5SEMM10
Course Title	Franchising

Course Learning Outcomes (CLO):

At the end of the course, students will be able to:

1. Relate the concept of Franchising and its types
2. Explain dynamics of Franchise –Franchisor relationship and franchising policies
3. Analyze trends in franchising in Indian Markets

Syllabus

Teaching Hours

Unit I: Overview of Franchising <ul style="list-style-type: none"> • Definition and Key terms • History and Theory of Franchising • Types of Franchising • Growth of Franchising in Indian Market 	03
Unit II: Franchising Business <ul style="list-style-type: none"> • How to buy and Manage the Franchisee • Investigating Franchisee Offers • Developing Franchisee Business Plan • Franchisee Franchisor Relationship • Franchising Policies • Scaling Franchisee Business 	10
Unit III: Trends in Franchising <ul style="list-style-type: none"> • International Franchising • Developmental Agreements • Applications 	02

Suggested Readings:

1. Murphy, K. B., Franchising Handbook, Atlantic Publishing Co
2. Libava, J., Lesonsky. R., Become a Franchise Owner! -The Start-Up Guide to Lowering Risk, Making Money, and Owning What You Do. John Wiley & Sons
3. Roger D. Blair, R.D., and Lafontaine, F., The Economics of Franchising, Cambridge University Press