



TAGBILARAN CITY COLLEGE
College of Business and Industry
Tagbilaran City, Bohol



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| Vision | A stable and vibrant learning institution molding the youth into professionals and skilled workers who are competent and ready for employment. |
| Mission | To provide equal access to quality college education and vocational training to Boholanos. |
| Goals | <p>To periodically update the curricular offerings of TCC to respond to the demands of the community and the business industries.</p> <p>To enhance students' academic performance and work-related skills development.</p> <p>To instill values and work ethics in consonance with social responsibility awareness.</p> |
| Program | Bachelor of Science in Entrepreneurship |

| PROGRAM OUTCOMES | PERFORMANCE INDICATORS |
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| <p>Graduates of Bachelor of Science in Entrepreneurship are expected to:</p> | |
| <p>PO1. Analyze/scan the environment to determine business opportunities and develop their profitability profiles from which entrepreneurial ventures can be selected from</p> | <ul style="list-style-type: none"> • Prepare industry or sector analysis and discussion of business opportunities within the industry or sector • Prepare location analysis and site mapping |
| <p>PO2. Prepare a business plan</p> | <ul style="list-style-type: none"> • Prepare marketing plan • Prepare production and operations plan • Prepare financial plan, with capital budget, master budget, five-year projections and formal income statements • Complete detailed business plan |
| <p>PO3. Operate and manage the enterprise as good governance and social responsibility.</p> | <ul style="list-style-type: none"> • Successfully operate a micro-venture for at least one school year, with fully accomplished business registration and detailed business performance review |
| <p>PO4. Articulate and discuss the latest developments in the specific field of practice.</p> | <ul style="list-style-type: none"> • Engage in trainings, workshops, seminars, fora on business and industry trends • Initiate activities promoting Information and Communication Technology (ICT) |

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| <p>PO5. Effectively communicate orally and in writing using both English and Filipino.</p> | <ul style="list-style-type: none"> • Conduct interviews with successful entrepreneurs and industry practitioners • Organize and conduct school activities • Prepare technical papers on related business fields • Present business proposals |
| <p>PO6. Work effectively and independently in multi-disciplinary and multi-cultural teams.</p> | <ul style="list-style-type: none"> • Join professional organizations related to the field • Join local, national and international competitions |
| <p>PO7. Act in recognition of professional, social, and ethical responsibility.</p> | <ul style="list-style-type: none"> • Participate in community outreach programs with People’s organizations, NGOs and private sectors • Conduct information, education and communication campaigns on environmental conservation |
| <p>PO8. Preserve and promote “<i>Filipino historical and cultural heritage</i>”</p> | <ul style="list-style-type: none"> • Participate in historical and cultural activities conducted by the government • Organize and conduct school activities to promote awareness on history and cultural heritage |

COURSE SYLLABUS
First Semester, August – December 2021

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|-----------------------|--------------------|--------------------|-----------------------------|
| Course Code | SPE2 | Instructor | Sharon Y. Borja |
| Course Title | Franchising | Email | sborja.tcc@gmail.com |
| Course Credits | 3 | Contact Number | 09155781267 |
| Course Classification | | Consultation Hours | |
| Pre-Requisite(s) | | Consultation Venue | |

| COURSE OUTCOMES | PROGRAM OUTCOMES | | | | | | | |
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| After the completion of this course, students should be able to: | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 |
| CO1. Explain the importance of franchising in the Philippine economy | L | | | | L | | | |
| CO2. Demonstrate an understanding of the concept of franchising and compare the different types of franchises | | | | | L | | | |
| CO3. Identify opportunities to expand local businesses through franchising | P | | | O | L | | O | |
| CO4. Work out details needed to establish and develop a franchise network | L | L | | O | | | | |
| CO5. Summarize the most important legal aspects of franchising | | | | | L | | | |
| CO6. Identify franchisee opportunities fitting an individual's particular needs and skills | O | | | O | P | O | | |

Legend:

- L - Facilitate **LEARNING** of the competencies (input is provided and competency is evaluated)
- P - Allow student to **PRACTICE** competencies (no input but competency is evaluated)
- O - Provide **OPPORTUNITY** for development (no input or evaluation, but there is opportunity to practice the competencies)

COURSE DESCRIPTION

The franchising method of doing business is increasing rapidly worldwide. Many product and service businesses are managed through franchising networks. Consequently, there is an increasing need among franchise firms for executives with franchising knowledge, and there are increasing opportunities for people to attain business ownership as franchisees.

This course deals with the important aspects of starting, developing, and managing both franchise networks and franchises within those networks. Specific attention is given to the franchisor-franchisee relationship, and how both sides contribute to their mutual success. Profit opportunities, legal considerations, and international aspects of franchising are addressed as well.

COURSE CONTENT

| TOPICS | HOURS | LEARNING OBJECTIVES | STRATEGY/METHODOLOGY/ACTIVITIES | EVALUATION METHODS |
|-----------------------------|-------|---|----------------------------------|--------------------|
| Introduction to Franchising | 4 | <ul style="list-style-type: none">• Expound a franchise and the parties involved in it• Differentiate the two parties of a franchise• Give the types of franchises• Define common franchise terms• Enumerate the alternatives to franchising• Present the advantages and | Research on the Topics Module | Online Quiz |

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| | | disadvantages of owning a franchise | | |
| Franchisor Management: Organization and Administrative Policy The Franchising Market Process | 6 | <ul style="list-style-type: none"> Identify legal issues pertaining to franchising and the options on when to begin a franchising business Examine how to investigate franchising options and the franchise Generate the criteria for selecting a franchise | Research Work Module | Online Quiz |
| Managing the Franchisor's Operations Process Location and Site Selection | 5 | <ul style="list-style-type: none"> Familiarize the process on operating a franchising business Identify the musts in selecting the site for a franchising business Identify the procedure in applying for a franchise Decide on the most plausible and suitable location | Module | Individual Research Outputs Online Quiz |

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| | | for a franchising business | | |
| Franchise Legal Documents | 5 | <ul style="list-style-type: none"> • Pinpoint the parts of the offering circular, the contract, the franchise agreement • Craft the papers necessary for a franchise business based on the given parts | Module | Online Quiz |
| Trademarks, Copyrights, Patents and Trade Secrets (Intellectual Property Rights) | 6 | <ul style="list-style-type: none"> • Differentiate trademarks, copyrights, patents as means of protecting an intellectual property • Recognize the importance of trademarks, copyrights, and patents in a franchise business • Familiarize the laws that can be associated to intellectual property in the Philippines | Module | Online Quiz |
| Franchising a | 6 | <ul style="list-style-type: none"> • Identify local | | |

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| Business (Franchisee) | | <p>businesses that are open for franchise <i>(Bean Tea Lab Cafe, Hola, Fortune Agrivet, Paeng's Fried Chicken, Jojie's Bakeshop, Bee farm)</i></p> <ul style="list-style-type: none"> • Familiarize the process on how to franchise a business in the province, and/or in the Philippines • Identify the legal documents necessary for franchising a business as mandated by DTI | Module | Online Quiz |
| Financing your Franchised Business | 6 | <ul style="list-style-type: none"> • Enhance knowledge in budgeting and in the creation of financial statements • Identify ways on generating funds to finance the franchised business in its early years | Module Research work | Online Quiz |

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| Managing the Franchised Business | 6 | <ul style="list-style-type: none"> • Familiarize the nature of the franchised business • Attend seminars and trainings on how to manage the franchised business • Research about the methods of managing franchised business • Observe how a franchised business is managed | Module | Online Quiz |
| The Franchising Relationship Franchisor Support Services | 5 | <ul style="list-style-type: none"> • Identify benefits that a franchisee can get from the franchisor • Analyze the importance of knowing about franchisor support services • Cite instances when franchisor support services are needed | Module Research work | Online Quiz |
| National and International | 5 | <ul style="list-style-type: none"> • Enumerate the leading business | Module Research Work | Online Quiz |

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| Franchises | | franchises in the Philippines and in the world <ul style="list-style-type: none"> • Differentiate national and international methods of franchising a business • Judge on the pros and cons of local and international franchising | | |
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FINAL COURSE OUTPUT

Search a Franchise Businesses

Students shall choose one franchise business that is found in the province/cities. Research about the essentials of franchising of the company you choose. The students shall create a power point presentation containing the nature of the franchise business, and their location.

RUBRIC FOR ASSESSMENT

| | Description | Percentage |
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| CONTENT | Questions asked to the interviewee, ideas placed in the power point presentation | 30% |
| KNOWLEDGE | Answers to the questions asked by the teacher | 30% |
| ORGANIZATION | Sequence of presenting the final output, usage of backgrounds, fonts, and animations | 15% |
| PRESENTATION | Delivery of the output, confidence | 15% |
| TEAMWORK | Delegation of tasks, doing the assigned task, helping each other out | 10% |
| | TOTAL | 100% |

GRADING SYSTEM

Prelim to Tentative Final Grade:

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| Conception Activities | - 10% |
| Performance Tasks | - 40% |
| Quizzes | - 20% |
| Major Exam | - <u>30%</u> |
| Total | 100% |

Prelim Grade = grade computed for the prelim period

Midterm Grade = grade computed for the midterm period

Tentative Final Grade = grade computed for the final period

Final Grade = 25% of Prelim + 25% of Midterm + 50% of Tentative Final Grade

Passing rate: 40%

LEARNING MATERIALS

E-books:

Graefe, et al (2018). *Basics Track: Franchisor's Intellectual Property And How To Protect It.* Retrieved from https://www.franchise.org/sites/default/files/BasicsTrack_Franchisor%27sIP.pdf

Selden, A., et al (2008). *An Introduction to Franchising – Third Edition.* Briggs and Morgan. Retrieved from <https://www.holdenlawfirm.com/wp-content/uploads/2009/06/An-Introduction-to-Franchising.pdf>

Beshel, Barbara(2001). *An Introduction to Franchising.* IFA Educational Foundation. Retrieved from <https://unstats.un.org/unsd/nationalaccount/workshops/2008/newyork/IG27.PDF>

Boroian & Callaway (2008). *Franchising Your Business- An Owner's Guide to Franchising as a Grown Option.* Francorp, Inc. Retrieved from <https://francorp.com/downloads/FranchisingYourBusiness.pdf>

Online References:

https://www.sba.gov/sites/default/files/TRANSCRIPT_Introduction-to-Franchising.pdf

<https://www.bizmove.com/starting-business/how-to-start-a-franchise-business.pdf>

https://www.franchise.org/sites/default/files/BasicsTrack_Franchisor%27sIP.pdf

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| Prepared by: Sharon Y. Borja Faculty | Noted by: Mitzi S. Fortich, MBA, MIS Program Head |
| Date: July 31, 2021 | Date: |
| Approved by: Director | |
| Date: | |