

Uka Tarsadia University



B.B.A.
Retail Franchising (030030605)

6th Semester

Effective from January-2014

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Retail Franchising (030030605)

BBA (Sem.-6) Syllabus, effective from January -2014

Course Objective and Outcome: To enable the students to understand the intricacies of franchising. To create interest among potential entrepreneur who wants to enter the business arena through the franchise route.

Total Hours: 52

[4 hrs. per week]

Unit-1 Retail Franchising: An Overview

[Weightage 25%]

- 1.1. Introduction to Retailing
- 1.2. Evolution of Organized Retailing
- 1.3. Technology in Retail Business
- 1.4. Recent Trends in Retailing
- 1.5. Meaning of Franchising
- 1.6. Franchising in India

Unit-2 Franchising as Strategy

[Weightage 25%]

- 2.1. What is Strategy?
- 2.2. Retailing and Vertical Marketing System
- 2.3. Pros and Cons of the Franchise System
- 2.4. Modes of Franchising

Unit-3 Developing and Evaluating a Franchising System

[Weightage 25%]

- 3.1. Preparing for Franchising
- 3.2. Franchise Feasibility Study
- 3.3. Designing the Franchise System
- 3.4. Assessing a Potential Franchisee
- 3.5. Investing and Evaluating a Franchise- Introduction
- 3.6. Investing the Franchise Opportunity
- 3.7. Selection of Sector/Industry
- 3.8. Criteria for Overall Evaluation

Unit-4 Managing Franchising

[Weightage 25%]

- 4.1. Estimating Financial Requirements
- 4.2. Franchise Laws Across the Globe
- 4.3. Stages of Relationship Building Process
- 4.4. Building a Long Term Relationship

Text Book:

1. Manish V Sidhpuria. *"Retail Franchising"*. New Delhi: Tata McGraw Hill Private Limited.