

FRANCHISE MANAGEMENT (CERT)

This program was approved for students entering the university in the Summer 2023–Spring 2024 catalog year. For more information about catalog year, go to Catalog Year Information (<http://catalog.louisville.edu/undergraduate/university-wide-unit-specific-policies/catalog-year/>).

Certificate in Franchise Management

Unit: College of Business (<https://business.louisville.edu/>)
Academic Plan Code(s): FM_CUGO

Program Information

This program is completed entirely online.

The Franchise Management Certificate curriculum is designed to prepare students to work in franchising, whether that involves becoming a franchisee, working for a franchisee, working for a franchisor, or working in the industry in an ancillary role such as for a service provider who assists the industry. This curriculum provides a strong overview and understanding of the franchise model and how it can be leveraged to lead a successful business in this growing field. This will provide a special certificate designation that can be used on resumes to emphasize this additional expertise.

The content has been adapted from the Graduate Certificate in Franchising to a 400-level curriculum with case studies and guest speakers in the courses (leveraging the Podcast format). There are four courses with the last course being experiential. A partnership with the International Franchise Association (IFA) ensures the curriculum remains up-to-date and aligned with “real world” industry needs. This undergraduate certificate be an added credential for those earning an undergraduate degree, allowing a stacked credential with employer interest. The franchise industry is growing with year-end projections (by the IFA) of 792,000 outlets and employment of 8.5 million.

Admission Requirements

The program is currently open to College of Business students at the University of Louisville students in good standing.

Program Requirements

Code	Title	Hours
MGMT 410	Franchising Fundamentals and Legal Issues	3
MGMT 409	Franchise HR & Leading Teams	3
MGMT 413	Franchise Growth and Support	3
MGMT 414	Franchise Management Practicum	3
Minimum Total Hours		12

At least three (3) semester hours of the requirements for a certificate must be successfully completed while enrolled in the University of Louisville.

Students must achieve a minimum of 2.0 grade point average in the certificate courses.