

# FRANCHISE MANAGEMENT (CERT)

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## Certificate in Franchise Management

Unit: College of Business (<https://business.louisville.edu/>)

Department: Management (<https://business.louisville.edu/academics-programs/undergraduate-programs/management/>)

Academic Plan Code(s): FM CUGO

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). The certificate requires completion of four courses and provides students with the option to select an experiential practicum for the final course in the program. 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 is 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.

## Departmental Admission Requirements

To be admitted to the Certificate in Franchise Management, students must have completed 60 credits of coursework from an accredited post-secondary institution with a minimum cumulative GPA of 2.7 (on a 4.0 scale) or equivalent.

## Program Requirements

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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 or MKT 390	Franchise Management Practicum Franchise Marketing	3
<b>Minimum Total Hours</b>		<b>12</b>

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