

EC	Selective EC № 8.2 «Franchising as a Form of Doing Business»
Degree of higher education	Bachelor
Study program (specialty)	“International Economic Relations”/“International Business”
Form of study	Full-time
Year, semester, term of study	Full-time 4 (7 semester), 5 ECTS credits
Semester control	Credit
Total hours (including lectures/practical)	30 hours (lectures – 10, practical – 20)
Study language	Ukrainian, English
Department responsible for teaching	Department of International Economic Relations and Project Management
Course author	Luhova Maryna Serhiivna, PhD in Economics, Senior Lecturer at the Department of International Economic Relations and Project Management
Brief description	
Required knowledge	Basics of International Economic Relations, International Business, Management.
What will be studied	Essence of franchising: definition, history and current trends. Types of franchising and their features. Legal aspects of franchising. Advantages and risks of franchising for the franchisor and franchisee. Financial aspects of franchising. Franchisor-franchisee relationship management. Features of franchising in the world and Ukraine.
Why is it interesting/need to be studied	Franchising allows to start a business quickly with reduced risks by leveraging a proven business model. It is one of the most popular ways to scale your business. The course provides insights into successful -known franchise models and offer career development opportunities in international franchising companies.
What you can learn (learning outcomes)	Understand the mechanism of franchising, its advantages and disadvantages. Analyze and evaluate franchise agreements. Plan and implement a franchise business. Explore successful cases of franchise models.
How the acquired knowledge and skills (competences) can be used	Launch your own business using the franchise model. Develop a franchising model to scale your business. Work on a franchise project. Apply successful global franchise experience to your own business.