

**Uka Tarsadia University**



**B.B.A.**  
**Retail Franchising (030030605)**

**6<sup>th</sup> Semester**

**Effective from January-2014**

# Uka Tarsadia University

## 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.