

Educational component	Selective course Franchising as a Form of Doing Business
Degree of higher education	First (Bachelor) level
Name of specialty / study programme	292 International Economic Relations / International Business
Mode of study	Full-time
Year of studies, semester, duration	4 d year, 7 th semester, one-semester
Semester control	Pass/fail test
Number of hours (lectures and practice), credits	150 (10/20), 5 credits
Language	English
Department in charge	International Economic Relations
Author of the discipline	Luhova Maryna Serhiivna, PhD in Economics, Senior Lecturer at the Department of International Economic Relations
Short description	
Requirements for the start of study	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 and should be learnt?	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 can be learnt? (study results)	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 can the acquired knowledge and skills (competences) 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.