

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
Lesya Ukrainka Volyn National University
Faculty of International Relations
Department of International Economic Relations

SYLLABUS
selective educational component
«FRANCHISING AS A FORM OF DOING BUSINESS»
preparation of bachelors

Lutsk - 2026

Syllabus of the educational component «Franchising as a Form of Doing Business» of training bachelors

Developer: Maryna Luhova, Senior Lecturer of the Department of International Economic Relations, PhD in Economics.

Agreed

Guarantor of educational and professional program:



/ A. O. Boiar

The syllabus of the educational component was approved at a meeting of the Department of International Economic Relations, Protocol No.6 of February 10, 2026



Head of the Department:

(Boiar A.O.)

I. DESCRIPTION OF THE EDUCATIONAL COMPONENT

Name of indicators	Branch of knowledge, specialty, educational and professional program, educational level	Characteristic educational component
Full-time form of education	29 International Relations 292 International Economic Relations Educational and Professional Programme “International Business” the first (bachelor's) level of higher education	Selective
Number of hours/credits 150/5		Year of study – 3-nd
		Semester 5-th
Individual Research Assignment: +		Lectures – 10 hours
		Practical (seminar) – 20 hours
		Independent work – 110 hours.
		Consultations – 10 hours
		Form of control: credit
Language of instruction		English

II. INFORMATION ABOUT THE TEACHER

Name: Maryna Luhova

Scientific degree: PhD in Economics

Academic status: -

Position: Senior Lecturer of the Department of International Economic Relations

Contact information: 0951198155, luhova.maryna@vnu.edu.ua.

Class days: <https://ps.vnu.edu.ua/cgi-bin/timetable.cgi>

III. DESCRIPTION OF THE EDUCATIONAL COMPONENT

1. Course abstract

The course “Franchising as a Form of Doing Business” is aimed at developing students’ systematic understanding of franchising as an effective model for organizing and developing entrepreneurial activity in modern market conditions. The course covers the theoretical foundations of franchising, its types, operating mechanisms, legal and economic aspects of franchising relationships, as well as the specific features of applying franchising models in national and international markets. Particular attention is paid to the practical aspects of franchise selection, evaluation of franchising offers, management of franchising networks, and the risks associated with franchising activities.

2. The purpose and objectives of the educational component

The purpose of the course is to develop students’ systematic understanding of franchising as a modern form of business operation in national and international environments, the functioning of franchising networks, contractual relations, and the management of franchising businesses.

The main objectives of the academic discipline are:

- to familiarize students with the essence, principles, and types of franchising;
- to study the legal, organizational, and financial-economic foundations of franchising activities;

- to master the basic concepts and terminology of franchising business;
- to analyze the advantages and disadvantages of franchising for franchisors and franchisees;
- to develop skills in evaluating franchising offers and selecting a franchise;
- to examine the specific features of managing franchising networks;
- to develop the ability to identify risks in franchising activities and propose ways to minimize them;
- to apply the acquired knowledge to the analysis of real-world franchising business cases.

3. Soft skills:

- Analytical thinking: the ability to analyze franchising business models, assess their advantages, risks, and the feasibility of using franchising under different economic conditions.
- Managerial decision-making skills: the ability to justify the choice of franchising as a form of business operation and to make basic managerial decisions taking into account financial, organizational, and legal factors.
- Communication skills: the ability to clearly and convincingly express one's own position, use professional terminology, participate in discussions, and present the results of analysis.
- Teamwork skills: the ability to work effectively in small groups during case analysis, distribute roles and responsibilities, and cooperate in completing joint tasks.
- Intercultural awareness: understanding the specific features of conducting franchising business in different countries and taking into account cultural, legal, and business differences in the international activities of companies.

4. The structure of the educational component

Names of content modules and topics	Total	Lect.	Sem.	Ind. work	Cons.	Control method*/Points
Content Module 1. Theoretical and Applied Aspects of Franchising						
Topic 1. Franchising as a Modern Form of Business Organization	15	1	2	11	1	DS/7
Topic 2. Types and Models of Franchising	15	1	2	11	1	DS/7
Topic 3. Legal and Financial-Economic Aspects of Franchising	30	2	4	22	2	DS/14
Topic 4. How to Choose a Franchise: Criteria and Evaluation of a Franchising Offer	30	2	4	22	2	DS/14
Topic 5. The Process of Opening a Franchise	30	2	4	22	2	DS/14
Topic 6. Management of Franchising Networks, Risks, and Current Trends	30	2	4	22	2	DS/14
Total Content Module 1	150	10	20	110	10	70
Individual Research Assignment						P/30
Total Hours/Points	150	10	20	110	10	100

Control methods*: DS – discussion, P – project

5. Task for Independent Work

1	Preparation for discussions (seminars) on the topics of the course
2	Completion of an Individual Research Assignment (IRA)
3	Compare franchising with other forms of business organization (independent business, licensing, distribution).
4	Analyze typical mistakes made when choosing a franchise.
5	Examine a franchising agreement and its key terms and conditions.
6	Study franchising in the service, trade, or manufacturing sector (at the student's choice).
7	Assess the prospects for the development of franchising in Ukraine.

IV. EVALUATION POLICY

Mandatory compliance with the norms of the Code of Academic Integrity of VNU (<http://surl.li/aagxg>) in the learning process. Correspondence written working out of seminars missed for a good reason is allowed. The maximum number of allowed passes without good reason is 2. It is possible to enroll the results of formal or non-formal education as separate topics or content modules of the course in accordance with the Regulations of VNU dated 29.08.2024 (<http://surl.li/sbwzdh>).

- The maximum number of points for studying the course is 100, including:
- up to 70 points for participation in discussions for seminars (7 point each);
 - up to 30 points for Individual Research Assignment preparation.

The minimum required score for successful completion of the course is 60 points.

Seminars participation (max = 70 points)										IT	Total max points
Topic 1	Topic 2	Topic 3	Topic 3	Topic 4	Topic 4	Topic 5	Topic 5	Topic 6	Topic 6		
Sem 1	Sem 2	Sem 3	Sem 4	Sem 5	Sem 6	Sem 7	Sem 8	Sem 9	Sem 10		
7	7	7	7	7	7	7	7	7	7	30	100

V. FINAL CONTROL

The form of final control is a pass or fail credit. The credit is given to the applicant automatically if he/she has completed all types of work provided by the syllabus and received 60 or more points. A student can additionally do the assignments of the teacher on those topics that he/she missed during the semester (for valid reasons), thus improving his/her result by exactly the amount of points that were allocated for the missed topics. If a student scored less than 60 points, he/she passes assignments and/or tests during the liquidation of academic debt. In this case, the points earned during the current assessment will be cancelled. The maximum number of points earned during the liquidation of academic debt is 100. Re-taking of the pass or fail credit is allowed no more than twice from each educational component: first time – to the teacher, the second – to the commission, which is created by the dean of the faculty (see the Regulations on the current and final assessment of knowledge at Lesya Ukrainka VNU – <http://surl.li/ddfha>).

Questions for Preparation for the Final Test

1. Definition and essence of franchising.
2. History of franchising
3. Key participants in a franchise system.
4. Types of franchising: business-format vs. product-distribution.
5. Characteristics of business-format franchising.
6. Characteristics of product-distribution franchising.
7. Characteristics of manufacturing franchising.
8. Advantages of franchising for franchisors.
9. Advantages of franchising for franchisees.
10. Legal aspects of franchising in USA
11. Legal aspects of franchising in EU
12. Legal aspects of franchising in Ukraine
13. Franchise Disclosure Document (FDD).
14. Structure of a franchise agreement.
15. Initial franchise fee.
16. Royalties in franchising.
17. Alternative agreements in the franchise model
18. Audit of an existing franchise
19. Quality control in franchising.
20. Multi-unit franchising.
21. Master franchising model.
22. Risks for franchisors.
23. Risks for franchisees.
24. Criteria for selecting franchisees.
25. Importance of franchise location.
26. Intellectual property in franchising.
27. Typical franchise disputes.
28. Ethical issues in franchising.
29. Reasons for franchisee failure.
30. International franchising and adaptation.
31. Digitalisation in modern franchise systems
32. Role of trademarks in franchising.
33. The franchise support package.
34. Brand protection through trademarks and copyright.
35. Challenges in international franchising.
36. Responsibilities of the franchisor.
37. Responsibilities of the franchisee.
38. How to franchise your business
39. Steps to become a franchisee
40. Global trends in franchising development

Grading scale

Score in points	Linguistic assessment
90–100	Pass
82–89	
75–81	
67–74	
60–66	
0–59	Fail (retake required)

Scale of assessment of knowledge of students in the specialties "Medicine", "Dentistry", "Pharmacy", "Therapy and Rehabilitation"

Score in points	Linguistic assessment
170–200	Pass
150–169	
140–149	
130–139	
120–129	
0–119	Fail (retake required)

VII. RECOMMENDED LITERATURE AND ONLINE RESOURCES

1. (in Ukrainian) Vedennia staloho biznesy v Evropi: monography/ A.O. Boyar, I. S. Skorokhod, I. V. Kytsyuk, V. V. Kukharyk, O. Z. Zelinska, M. S. Luhova: ed. A. O. Boyar, V. Y. Lazhnik. – Lutsk: Vezha-druk, 2025.
2. (in Ukrainian) Butenko, A. I. Franchising: Theory and Practice. Kyiv: KNEU, 2019.
3. (in Ukrainian) Melnyk, L. H. International Business. Sumy: University Book, 2020.
4. (in Ukrainian) Dakhno, I. I. Entrepreneurship and Franchising. Kyiv: Lira-K, 2018.
5. (in Ukrainian) Kuzmin, O. Ye., & Melnyk, O. H. Management of International Business Activities. Lviv: Lviv Polytechnic Publishing House, 2020.
6. Blair, R. D., & Lafontaine, F. The Economics of Franchising. Cambridge: Cambridge University Press, 2005.
7. Alon, I. Service Franchising: A Global Perspective. Cham: Springer, 2014.
8. Mendelsohn, M. The Guide to Franchising. Boston: Cengage Learning, 2018.
9. Sherman, A. Franchising & Licensing: Two Powerful Ways to Grow Your Business. New York: AMACOM, 2020.
10. Commercial Code of Ukraine.
11. Civil Code of Ukraine.
12. European Franchise Federation – official publications and guidelines.
13. International Franchise Association – analytical reports and industry reviews.
14. UNCTAD – materials on international business and entrepreneurship.