

Course specifications for the curriculum

Study program		International economy and entrepreneurship		
Elective field (module)				
Type and level of study		Master vocational studies, second level of studies		
Course title		International franchising		
Lecturer		PhD Milica S.Stanković		
Teacher/fellow-worker (practical class)		PhD Milica S.Stanković		
Teacher/fellow-worker (other types of)				
No. of ECTS	10	Course status (mandatory/elective)	mandatory	
Pre-requirem	No requirement			
Course objectives	The objective of the course is to familiarize students with the role and importance of franchise business for the economic development on a global level, and franchising as a strategy of internationalization, bearing in mind that international franchising enables business expansion, maximizing the profits and minimizing the risks and costs in a company.			
Course outcomes	Students will obtain knowledge in the field of international franchising, with reference to the goals and motives for company internationalization through application of franchising. Students will be familiarized with the formulation, implementation, and evaluation of the strategy of internationalization for franchise companies.			
Course content				
Theoretical classes	The concept of franchising. Franchising in modern business conditions. Typology of strategies for company internationalization. Franchising as an internationalization strategy. Comparative analysis of internationalization strategies. Formulation of an internationalization strategy in franchise companies. Motives for internationalization in franchise companies. Internationalization factors in franchise companies. Approaches to formulation of an internationalization strategy in franchise companies. Vision, mission, and objectives of international franchise companies. Analysis of the external and the internal settings. Approaches to and models of international market selection. International market selection factors. Implementation of an internationalization strategy in franchise companies. Evaluation of an internationalization strategy in franchise companies. Inter-relatedness of business internationalization and marketing. Global character and marketing importance of a brand.			
Practical classes (practical classes, OTT, study research)	The origin and development of franchising as a business concept. Franchise and its impact on the economy. Franchising in the world and in Serbia. Franchise as a strategy for growth and expansion of business. Franchise and other business models. Theoretical models of company internationalization. Motives and objectives of company internationalization. Factors in company internationalization. Barriers in company internationalization. International marketing mix franchise companies. Analysis of strategic options for internationalization of franchise companies. Typology of international franchise providers. Impact of internal factors on internationalization of franchise companies. Impact of external factors on internationalization of franchise companies. Impact of modern technology on internationalization of franchise companies. International features of promotional activities. International marketing appraisal of quality. Marketing features of the Internet as a media.			
Literature				
1	A. Erceg, "Franšiza - Način pokretanja preduzetničkog pothvata, i strategija rasta poslovanja", Ekonomski fakultet u Osijeku, Osijek, 2017.			
2	N. Levitt, T. Kendal, P. Ward, "The Impossible Dream: Controlling Your International Franchise System", American Bar Association, San Diego, 2010.			
3	M. Mendelsohn, L.G. Rudnick, "Negotiating an international master franchise agreement", Sweet & Maxwell, London, 2002.			
No. of active weekly classes per semester/trimester/year				
Lectures	actical class	OTT	Study research	Other classes
60	60	-	-	-
Teaching methods	lectures, practical classes, presentation of examples from practice, case studies, composition and presentation of seminar papers, group work, discussions.			
Grade (maximal no. of points 100)				
pre-exam activities	points	Final exam	points	
activity in class	5	written test	40	
practical classes	5	oral exam	-	
prelim exams	40			
seminars	10			