

Chain exportation

MASTER'S DEGREE MBA IN INTERNATIONAL MANAGEMENT

UNIVERSIDAD INTERNACIONAL MENÉNDEZ PELAYO

This document can be used as reference documentation of this subject for the application for recognition of credits in other study programmes. For its full effect, it should be stamped by UIMP Student's Office.



GENERAL DATA

Brief description

The module will address the business strategy, the assessment of markets for expansion, as well as the commitments made by the parties in terms of rights and obligations.

Name

Chain exportation

Code

102815

Academic year

2024-25

Degree

[MASTER'S DEGREE MBA IN INTERNATIONAL MANAGEMENT](#)

ECTS Credits

1

Type

ELECTIVE

Duration

Cuatrimestral

Language

Spanish/English

CONTENTS

Contents

1st and 2nd sessions: Franchising: a formula for business growth.

- Emergence of the modern franchise in the United States.

- Franchisor's vision:

- o Creation of the franchise from a successful model.
- o Expansion and home market strategy.
- o Profitability of the franchise.
- o Legal relationship between franchisor and franchisee.

- Presentation of case studies.

3rd session: The internationalisation of the Spanish franchise.

- Formulas for internationalisation.

- Organic growth.

- Franchise growth/ area developer/ Master franchise.

- Setting up a franchise abroad.

4th and 5th sessions: The challenge of internationalisation in franchising.

- Case studies by groups.

- o Presentation of cases by the groups

- International markets.

- o Franchising in Europe
- o Franchising in Latin America
- o Franchising in Asia
- o Franchising in Africa

6th session: Experiences of Spanish franchises in the international market.

- Success and failure strategies

- Food / beverage franchise

- Fashion franchise

- Services franchise.

COMPETENCES

Conocimientos

CO1 - To learn about business management analytics in dynamic and complex environments, such as the international environment.

CO3 - To master the basic tools of information and communication technologies for exercising of their profession and for learning.

CO4 - To understand the concepts, theories and instruments for analysing and developing business internationalisation plans.

CO5 - To understand the nature of problems in the organisation and therefore the application of suitable tools by developing analytical skills.

CO6 - To acquire the skills for professional document drafting and reporting in the field of international business.

CO7 - To know the structure and functioning of the organisations and institutions that support companies' internationalisation.

CO8 - To know the main legal and fiscal aspects that directly or indirectly affect business internationalisation processes.

CO13 - To learn to incorporate the concept of sustainability in business and institutional projects, identifying its specific areas of practical application.

CO14 - To learn to incorporate other SDG concepts, which are also relevant for international companies, in their projects, identifying their specific areas of practical application.

Habilidades

S1 - To apply the theoretical and practical knowledge acquired, with a high degree of independence, in both national and international companies, be they small or medium-sized or companies of a more multinational dimension, and even in non-business organisations whose management requires an international vision.

S2 - To apply the analytical skills acquired in defining and approaching new problems and in searching for solutions both in a national and international business context.

S3 - To be able to collect, record and interpret macroeconomic data, country information, industry and business information, financial and accounting data, statistical data, and relevant research results to systematise business decision-making processes in international environments.

S5 - To assess the relationship between enterprises and the institutional framework in which activities are carried out.

S6 - To manage digital platforms, technological, audiovisual and computer media to search for

information and for effective communication of business projects.

S7 - To manage software and statistical programmes for data recording and analysis.

S8 - To analyse the results of market and competition research to propose strategic orientations and operational actions.

S9 - To manage a business internationalisation project and assume managerial responsibilities.

Competencias

C1 - To work in multidisciplinary and multicultural teams, in highly demanding situations in terms of time (deadlines for designing and executing projects and cases) and results.

C2 - To develop business and personal activities within the strictest ethical and socially responsible behaviours, as well as to develop sensitivity towards social and environmental issues.

C3 - To express themselves correctly, both orally and in writing, in Spanish and English, maintaining an appropriate image in their professional activity.

C4 - To lead the process of designing the international strategy.

C5 - To work in a team, prioritising the precision of the results and the soundness and originality of the proposals. .

C6 - To lead and develop international business negotiation processes.

LEARNING PLAN

Training activities

Type of activity	Hours	% On site
TA1.- Master classes	8	100
TA2.- Practical classes	5	100
TA3.- Individual and group work	15	0
TA4.- Tutorials	2	100
TA5.- Individual student work	20	0

Teaching methods

The course will be based on analysing and presenting the different theoretical sections with face-to-face classes, with the presence of professionals from the industry, supported by analysing successful cases of Spanish franchises, audiovisual material and debates and personal discussion with the lecturer, with the support of speakers who are specialised in the exportation of franchises. Cases of internationalised companies will be analysed, which will allow for an in-depth analysis of many of the theoretical aspects developed.

The contents are updated annually and take into account the latest developments up to the start of the course.

Learning outcomes

• To learn about franchising as a business strategy model for the growth of companies in international markets and how it is financed.

• To analyse the negotiation with the local investor (franchisee or master franchisee) as a necessary element to meet the objective of exporting to the target market.

• To implement the necessary strategy by addressing two different markets: the market of the product or service to be exported and the market of franchise and Master Franchise investors.

• To know the legal relations involved in transferring the trademark and know-how to a third party, the measures for protecting industrial and intellectual property rights, formulas for controlling the proper use of the trademark, etc.

• To take advantage of both traditional communication and advertising channels and the new digital marketing tools (franchise 2.0) to study the internationalisation of the franchise.

EVALUATION

Evaluation system

The student's final grade in the ordinary exam session will be determined on the basis of two concepts: the final exam on the one hand and, on the other, their participation in work during the sessions and the student's voluntary contributions during the teaching of the subject.

The final exam will be a combination of multiple choice and two open-ended questions. There will be 20 multiple-choice questions, each with four possible answers, but only one valid answer. The estimated duration is a maximum of 45 minutes.

Work during the sessions: Students will receive PDF information through the virtual campus on the internationalisation of franchises to work on before and during the sessions. Students will send their work to the lecturer after the sessions (the date and method of sending it either through the campus or by email will be confirmed by the lecturer). In any case, even if the work is sent by email, it must be uploaded to the virtual campus.

The final score will take into account the following results:

- The final exam will account for 60% of the final grade.

- The test will be worth a maximum of 10 points.

- The two open-ended questions will also carry a maximum score of 10.

- For multiple-choice questions, correct answers will be awarded 0.50 points, blank answers will score zero points, and incorrect answers will lead to a deduction of 0.10 points.

- Work during the sessions will be evaluated with a maximum score of 10.

- Students' score will be 40% of the final grade

- Students must achieve a minimum mark of 3.5 points in the final exam in order for the rest of the tests or assignments to count towards the final grade.

Most of the answers will be derived directly from the documentation provided during the course and/or from the explanations given in class by the lecturer and from the information provided by the speakers participating in the module. However, some may require a personal effort of reflection on the part of students and the application of their own judgement.

The lecturer may increase or decrease the final grade achieved by up to +/- 10% according to the participation of each student, both quantitatively (number of interventions) and, mainly, qualitatively (timeliness and quality of interventions), as well as the attitude and attention given during the teaching sessions.

In the 2nd and subsequent exam sessions, 100% of the grade will depend exclusively on the exam. The type of examination may be a multiple-choice or essay type, oral, mixed or assignment. The student will be informed of the type(s) of test(s) in good time.

FACULTY

Coordinator/s

Luque Albarracín, Enrique

Licenciado en Derecho

Consultor experto en franquicia e internacionalización

Lecturers

Professor responsible for the subject

BIBLIOGRAPHY AND LINKS

Bibliography

• Consult the ICEX country reports on franchising (www.icex.es).

• See IFA's country reports on franchising (<http://franchise.org>).

• Websites for reference: www.franquiciadores.com

Social media:

• Groups of international professionals on LinkedIn: Franchising in Spain. Franchise Forum (<http://www.linkedin.com/groups?mostPopular=&gid=1816873>)

Franchising in Latin America

• (<http://www.linkedin.com/groupInvitation?groupId=2418324&sharedKey=0AFC5A3CEAFA>)

Bibliography:

- o El Contrato de Máster Franquicia. Jaume Martí Miravalles. Published by Aranzadi.
- o Master Franchising. Carl E. Zwisler. Published by CCH Incorporated. Chicago USA.
- o La Franquicia. Carlos Terrazas. Comentarios Jurídicos y Normativa. Published by Selina Olmedo. Madrid.
- o Manual de Contabilidad de Gestión para Empresas Franquiciadoras y de Retail. Pilar Soldevila and Magdalena Corobes. Published by Profit. Barcelona.
- o El Contrato de Franquicia Internacional. Alfonso Ortega Giménez. Published by ICEX. Madrid
- o The New Rules of Marketing & PR. How to use social media. David Meerman Scott. Published by Wiley. USA.