

Franchising Certificate

This fourteen credit hour certificate is designed to prepare students to achieve their entrepreneurial dream by becoming a franchisee to one of the more than 5000 franchises in more than 85 different business sectors. These franchisers provide the purchaser (the franchisee) the right and obligation to use a proven business plan including systems and procedures to own and operate their own franchise business. Successful completion of this certificate will provide the student the ability to identify, develop, grow and sustain their career as an owner/operator of a franchise business. It is recommended that students also complete the 7-credit hour Business Plan Certificate (Major Code 4810).

Suggested/Sample Course Sequence

The sequence taken by the student may vary depending on prerequisites, course availability, and personal/ professional responsibilities.

(Franchising -Major Code 4650; State CIP Code 52.0702)

- Entrepreneurship (<http://www.jccc.edu/academics/business/entrepreneurship>)

Required Courses

ENTR 195	Franchising*	3
ENTR 160	Legal Issues for Small Business	2
BUS 175	Business Professional Skills	3
MKT 202	Consumer Behavior	3
MKT 205	eMarketing	3
Total Hours		14

Total Program Hours: 14