
Franchising

The Franchise Industry is one of the fastest growing industries in the world today. Franchising is a sophisticated way of doing business where the success of the business is dependent on two major stakeholders; the Franchisor and the Franchisee.

The Franchisor provides the use of a proven system including operating methods, know how, corporate identity and product or services to the Franchisee in exchange for an up front fee and on-going fees.

The success of the Franchise will, to a significant extent, depend on the relationship of these two key parties and a clear understanding of the roles and responsibilities of the parties in the Franchise relationship.

Following are the units of competency that form the Franchising qualification structure.

Qualification: BSB51004 Diploma of Business (Franchising)

Eight (8) units are required for this qualification, consisting of a minimum of 4 units from the Franchising domain and the remainder from the Frontline domain.

- Select a minimum of 4 franchising units from the following list:

Franchising Domain

BSBFRA501A	Establish a franchise operation
BSBFRA502A	Manage a franchise operation
BSBFRA503A	Manage establishment of new sites or regions
BSBFRA504A	Manage relationships with franchisees
BSBFRA505A	Manage closure of a franchise

- Select the remainder of units from the following list:

Frontline Domain

BSBFLM501B	Manage personal work priorities and professional development
BSBFLM503B	Manage effective workplace relationships
BSBFLM505B	Implement operational plan
BSBFLM506B	Manage workplace information systems
BSBFLM507B	Manage quality customer service
BSBFLM509B	Facilitate continuous improvement
BSBFLM510B	Facilitate and capitalise on change and innovation
BSBFLM511B	Develop a workplace learning environment
BSBFLM512A	Ensure team effectiveness
BSBMGT505A	Ensure a safe workplace
BSBFLM513A	Manage budgets and financial plans within the work team
BSBFLM514A	Manage people
BSBCM419A	Manage projects
BSBCM416A	Identify risk and apply risk management processes
