



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Food and Beverage Chain and Franchising							
Course Code		TUR620		Course Level		Third Cycle (Doctorate Degree)			
ECTS Credit	5	Workload	126 (<i>Hours</i>)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		To have knowledge and ability at level of expertise on applying franchising system in food and beverage establishments.							
Course Content		Franchising system, advantages and disadvantages of the system to franchisee and franchisor, types of franchising, franchising contracts, analyzing applications in food and beverage establishments.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Case Study, Individual Study					
Name of Lecturer(s)		Lec. Mehtap YÜCEL GÜNGÖR							

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	60

Recommended or Required Reading

1	Ulaş, D., Franchising Sistemi, Nobel Yayınevi, Ankara, 1999.
2	Kartal C., Durukan T. ve Varlı, N., Franchising Sistemi ve Türkiye Uygulaması, Asil Yayın Dağıtım, Ankara, 2006.
3	Stanworth J., Smith B., Franchising, Epsilon Yayınevi, İstanbul, 1995.

Week	Weekly Detailed Course Contents	
1	Theoretical	History of franchising system
2	Theoretical	Process of franchising system and its behalves
3	Theoretical	Advantages and disadvantages of the system to franchisee
4	Theoretical	Advantages and disadvantages of the system to franchisor
5	Theoretical	Advantages and disadvantages of the system to consumers
6	Theoretical	The differences of franchising from other similar systems
7	Theoretical	Master franchising and F&B establishments
8	Intermediate Exam	Midterm Exam
9	Theoretical	Package franchising and F&B establishments
10	Theoretical	Application phases of franchising system
11	Theoretical	Sample applications in F&B establishments-I
12	Theoretical	Sample applications in F&B establishments-II
13	Theoretical	Sample applications in F&B establishments-III
14	Theoretical	Sample applications in F&B establishments-IV
15	Theoretical	Sample applications in F&B establishments-V
16	Final Exam	Final Exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	2	3	70
Assignment	4	4	0	16
Term Project	2	5	0	10
Midterm Examination	1	8	1	9
Final Examination	1	20	1	21
Total Workload (Hours)				126
[Total Workload (Hours) / 25*] = ECTS				5

*25 hour workload is accepted as 1 ECTS



Learning Outcomes

1	To know franchising system in detail
2	Ability to evaluate the system in terms of different aspects
3	Ability to prepare franchising contracts
4	Ability to guide food and beverage establishments to enter and/or constitute a franchising system.
5	Ability to evaluate franchising contracts

Programme Outcomes (Tourism Management Doctorate)

1	In the context of interdisciplinary structure of tourism management, s/he has scientific knowledge and knowledge about sectoral structure and truths which are constituted with the glance of various disciplines.
2	At her/his judgements, applications and behaviors; via using her/his knowledge regarding to the field of tourism; s/he is able to interpret, analyse, define the problems and solve them.
3	S/he is able to transfer the knowledge that're regarding to the field of tourism, to employees and team workers.
4	Within the scope of a study at the field of tourism management; s/he reaches scientific knowledge by proceeding with an independent manner at scientific research process.
5	Fulfill her/his duties and responsibilities at the projects that're performing on the field of tourism management.
6	S/he determines vision, aim and targets for tourism establishments or the institutes which're producing knowledge like universities, schools etc.
7	S/he follows the scientific literature at the field of tourism management.
8	Within the scope of learning to learn, s/he reaches the best applications by benefiting scientific data and the samples at her/his field, as well.
9	S/he transfers her/his knowledge, views and suggestions in written and oral forms to the business managers, relevant sections of the society by academic channels, professional and non-governmental organizations and public opinion.
10	S/he contacts with academicians and research centers operating in the field of tourism management, take part in research projects, and by sharing her/his experiences, transform them to output.
11	S/he is able to use at least a foreign language at academic level.
12	S/he uses computer software, informatics and communication technologies at least in the level of data entering and analyses regarding to her/his working areas.
13	S/he makes original recommendations for the issues arising from the unique nature of tourism.
14	S/he has sufficient awareness about universalities of social rights, social justice, quality and cultural values, environmental protection, occupational health and safety; besides behaving accordingly to organizational/corporate, business and social ethical values. S/he contributes to the sector at producing solutions on these issues.

Contribution of Learning Outcomes to Programme Outcomes 1:Very Low, 2:Low, 3:Medium, 4:High, 5:Very High

	L1	L2	L3	L4	L5
P1	3	4	4	5	4
P2	4	4	4	4	5
P3	3	3	3	3	4
P4	3	3	2	4	4
P5	3	3	3	3	4
P6	2	2	2	2	5
P7	3	3	3	3	5
P8	4	4	4	4	4
P9	3	2	2	2	3
P10	3	3	3	3	3
P11	4	4	4	4	2
P12	3	3	3	3	2
P13	3	3	3	3	3
P14	3	3	3	3	3

