

Franchising in Restaurants

Goal	To learn the franchising system in restaurant industry
Objectives	<ul style="list-style-type: none"> • To learn the advantages of franchising • To learn the role of franchisor in franchising • To learn the role of franchisee in franchising
Length	This lesson will take approximately 20 minutes
Content Outline	<p>I. Franchising- Small-time investor's chance to strike it rich</p> <p>A. Franchisor B. Franchisee C. Benefits of Franchising for the Franchisor D. Drawbacks of Franchising for the Franchisor E. Benefits of Franchising for the Franchisee F. Franchisee Examples</p>
Learning Activities	<p>Learners will engage in the following activities during this lesson</p> <ul style="list-style-type: none"> • Listening the instructor • Taking notes during the lecture
Evaluation Strategy	I will know learners have mastered this content by: Written Exams, Quizzes, Case Studies