

Professional Qualification in Franchising

franchise**directions**

FRANCHISE SPECIALISTS

FACULTY OF FRANCHISING



Accredited By The



Franchise Directions has developed the first formal qualification in franchising together with the Da Vinci Institute Certificate in the Management of Technology and Innovation in the domain of Franchising. Our key focus has been on providing a strategically formulated training programme while using the highest quality resources to add value through knowledge and skills.

The two organisations have developed a learning programme that involves leveraging each other's distribution footprint to support the franchise sector.

The complete certificate in the domain of franchising consists of two components. The first component is the franchise electives and the second being the Da Vinci electives.

Overview

The Certificate in the Management of technology and Innovation in the domain of Franchising

COMPONENT	CREDITS
Franchising Electives Component <ul style="list-style-type: none">• Franchise Management or• Franchisee fundamentals	60
The Da Vinci Component - TIPS	60
Total Credits Awarded for the Certificate Qualification	120

About The Da Vinci Institute

The Da Vinci Institute for Technology Management (Pty) Ltd is one of SouthAfrica's leading educational institutions. The Institute is a school of management specializing in developing concepts and learning solutions related to the Management of Technology, Innovation, People and Systems.

The Franchise Directions and The Da Vinci Institute Association

Franchise Directions' Franchise Programme is fully accredited by the Da Vinci Institute. The Da Vinci Institute is registered with the Department of Education as a Private Higher Education Institution (Higher Education Act of 1997) - Registration No.2004/HE07/003

The Da Vinci Institute's qualifications are accredited by the Council on Higher Education and are recorded with the South African Qualifications Authority (SAQA)

The Da Vinci Institute of Technology Management provides a certificate programme in the Management of Technology and Innovation. The focus is on the alignment of the requisite entrepreneurship skills. The full certificate programme provides for 120 credits at exit Level 5.

Modules required to complete the Franchise Management Programme

Franchise Management-Electives	CREDITS
• Introduction to franchising	10
• Different owner operator mechanisms	6
• Managing franchise relationships and Quality control	6
• Handling 'intensive care' franchisees	10
• Legal aspects to franchising	8
• Financial Management	12
• Business Planning and strategy	6
Franchising Elective Component Credits	58
(ELA) Exit Level Integration Assignment The ELA is compulsory to pass the final Module	2
50% of academic deliverables TOTAL	60

For Whom: Franchisor Management, Field Service Consultants, Area Managers, Business Development Managers and those that are new to the Franchise Sector.

Modules required to complete the Franchisee Fundamentals Programme

Franchisee Fundamentals-Elective	CREDITS
• Introduction to franchising	10
• Franchising Principles (Different owner operator mechanisms)	6
• Franchise relationships	8
• Business planning and strategy	10
• Financial management	12
• Customer service	6
• Dynamic local area marketing	6
Franchising Elective Component Credits	58
(ELA) Exit Level Integration Assignment The ELA is compulsory to pass the final Module	2
50% of academic deliverables TOTAL	60

For Whom: Entrepreneurs, including existing and new franchisees.

Duration of the Franchising Electives:

Franchise Management: 5 day programme

Franchisee Fundamentals: 5 day programme

Requirements for the CERTIFICATE Qualification in the domain of Franchise Management: (Full certificate qualification -120 credits)

Should the student choose to continue with the Da Vinci component (60 credits); the full certificate programme provides for 120 credits at exit Level 5.

Modules required to complete the Da Vinci Electives as part of the **Certificate in the Domain of Franchise Management**.

The Da Vinci Component - Certificate (MOTI) (Management of Technology and Innovation)

SYSTEMS AND FOUNDATION COMPETENCIES (30 credits)		
(SOS) Self, Other and Social Contexts (10 credits)		
(PCD) Problem Solving, Creative Thinking and Decision Making (8 credits)		
(MSW) Managing the Systems Way (12 credits)		
DA VINCI CORE COMPETENCIES (30 credits)		
(MLC) Management and Leadership Competencies Draft		
(MOI) Management of Innovation (10 credits)	(MOT) Management of Technology (10 credits)	(MOP) Management of People (8 credits + 2 credits)
(MLC) Management and Leadership Competencies Final (2 credits) The MLC assignment is compulsory to pass the MOP component		
Total Credits = 60 credits (50% of academic deliverables)		

Each student will be issued with a student number once registered with Franchise Directions. This will allow the student to enrol for the completion of the Da Vinci electives.

For more information:

Contact the Da Vinci Institute
www.davinci.ac.za

Other Training by Franchise Directions:

Financial Management For Franchisees

Customised Training:

We are a customer service orientated organisation. We can devise a comprehensive training and support programme which will provide you with the knowledge and the tools that will enable you and your staff to meet your specific obligations effectively. By focusing on your specific company requirements, we can strategically formulate a program to target areas that may be lacking or need to be refreshed.

Our customising training service was originally created to meet the specific needs of some of our clients and has since become a key area of our business offer.

Our programmes can be designed for front line practitioners, team leaders and senior managers - indeed anyone in a franchising.

For more information:

Franchise Directions Training Division -
Faculty of Franchising
Email: lashantha@franchise.co.za
Tel: 011 803 0665

