

Open Awards Qualification Unit



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1 Unit Details

Unit Title:	Exploring Franchising Opportunities
QAC Code:	L/507/5254
Level:	Level 3
Credit Value:	2
Minimum GLH:	6

2 Learning Outcomes and Criteria

Learning Outcome (The Learner will):	Assessment Criterion (The Learner can):
1. Understand the nature of franchising and its implications for the franchisee	1.1 Examine the advantages and disadvantages of franchising
	1.2 Examine the obligations and responsibilities of a franchisee
2. Know how to assess the suitability of potential franchise opportunities	2.1 Examine the suitability of possible franchise opportunities
	2.2 Assess suitable sources of external advice or expertise regarding franchising opportunities
	2.3 Assess franchising opportunities to reach a decision