



Australian Government

Department of Education, Employment and Workplace Relations

BSB50507 Diploma of Franchising

Revision Number: 2

BSB50507 Diploma of Franchising

Modification History

Release	Comments
Release 2	New release of this Qualification released with <i>version 6 of BSB07 Business Services Training Package</i> . Outdated advice removed

Description

Descriptor

This qualification reflects the role of individuals who act as franchisors. A franchisor licenses trademarks, and tried and proven methods of doing business to a franchisee in exchange for a recurring payment, and usually a percentage piece of gross sales or gross profits as well as the annual fees. This qualification applies to the franchisor, while the BSB40707 Certificate IV in Franchising applies to the franchisee.

Job Roles

- Franchisor - of one or more sites of a franchise operation within any sector of the economy.
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Pathways Information

Qualification Pathways

Entry requirements

There are no entry requirements for this qualification.

Pathways into the qualification

Preferred pathways for candidates considering this qualification include:

- BSB40407 Certificate IV in Small Business Management, the BSB40707 Certificate IV in Franchising or other relevant qualification/s

OR

- with vocational experience working in a business management role or a franchising environment, but without formal qualification.

Examples of indicative job roles for candidates seeking entry based upon their vocational experience include:

- Small Business Manager
- Franchisee.

This breadth of expertise would equate to the competencies required to undertake this qualification.

Pathways from the qualification

After achieving this qualification candidates may undertake:

- BSB60407 Advanced Diploma of Management.

The BSB50507 Diploma of Franchising has been developed for a franchisor. The Certificate IV qualification is designed for those operating as franchisees.

Licensing/Regulatory Information

Licensing, Legislative, Regulatory or Certification Considerations

There is no direct link between this qualification and licensing, legislative and/or regulatory requirements. However, where required, a unit of competency will specify relevant licensing, legislative and/or regulatory requirements that impact on the unit.

Entry Requirements

Not applicable.

Employability Skills Summary

EMPLOYABILITY SKILLS QUALIFICATION SUMMARY

The following table contains a summary of the Employability Skills required by industry for this qualification. The Employability Skills facets described here are broad industry requirements that may vary depending on qualification packaging options.

Employability Skill	Industry/enterprise requirements for this qualification include:
Communication	<ul style="list-style-type: none">consulting with others on developing a range of operational plansdemonstrating effective interpersonal and customer service skills when interacting with franchisees and customersreporting on information gained and analysis on possible franchise site opening
Teamwork	<ul style="list-style-type: none">managing relationships and providing feedbackproviding coaching and/or counselling skills as requiredworking closely with and supporting franchisees
Problem-solving	<ul style="list-style-type: none">analysing data and evaluating the effectiveness of systemscalculating resource requirements and acquiring themconducting financial feasibilities and managing budgetssolving complex and non-routine difficultiesusing a variety of problem solving and decision making strategies
Initiative and enterprise	<ul style="list-style-type: none">being entrepreneurial, creative and providing innovative solutions to complex issuesencouraging creative and innovative workplace solutionsidentifying new and emerging opportunities for the franchise business and developing strategies to capitalise on them
Planning and organising	<ul style="list-style-type: none">collecting, collating and analysing information using appropriate workplace business systemsplanning for business and marketingresearching the feasibility of establishing, planning the set up and implementing policies and procedures for the selected franchise model
Self-management	<ul style="list-style-type: none">applying knowledge in a self directed mannermanaging a franchise business model
Learning	<ul style="list-style-type: none">coaching and mentoring others to acquire new knowledge and skillsidentifying training opportunities and making training availablemanaging the performance of franchisees via regular monitoring and review

EMPLOYABILITY SKILLS QUALIFICATION SUMMARY**Technology**

- using computerised systems, software and telecommunication devices
- using technology to assist the management of information and to assist the planning process
- using technology to record and generate ideas

Packaging Rules

Total number of units = 8

8 elective units

4 elective units must be selected from the **Group A** units listed below.

2 of the **elective units** must be selected from the **Group A** or **Group B** units listed below.

The remaining **2 elective units** may be selected from the **Group B** units listed below, or any currently endorsed Training Package or accredited course at the same qualification level. If not listed below, one unit may be selected from either a Certificate IV or an Advanced Diploma qualification.

Elective units must be relevant to the work outcome, local industry requirements and the qualification level.

Group A units**Franchising**

BSBFRA501B	Establish a franchise operation
BSBFRA502B	Manage a franchise operation
BSBFRA503B	Manage establishment of new sites or regions
BSBFRA504B	Manage relationships with franchisees
BSBFRA505B	Manage closure of a franchise

Group B units**Customer Service**

BSBCUS501C Manage quality customer service

Financial Management

BSBFIM501A Manage budgets and financial plans

Information Management

BSBINM501A Manage an information or knowledge management system

Intellectual Property

BSBIPR501A Manage intellectual property to protect and grow business

Learning and Development

BSBLED501A Develop a workplace learning environment

Management

BSBMGT502B Manage people performance

BSBMGT515A Manage operational plan

BSBMGT516C Facilitate continuous improvement

Occupational Health and Safety

BSBOHS509A Ensure a safe workplace

Project Management

BSBPMG510A Manage projects

Risk Management

BSBRSK501B Manage risk

Sustainability

BSBSUS501A Develop workplace policy and procedures for sustainability

Workplace Effectiveness

BSBWOR501B Manage personal work priorities and professional development

BSBWOR502B Ensure team effectiveness

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