Australian Government

BSB50507 Diploma of Franchising

Release 4

INDUSTRY
SKILLS
COUNCILS
Creating Australia's Future

BSB50507 Diploma of Franchising

Modification History

Release	Comments
Release 4	This version first released with *BSB07 Business Services Training Package Version 8.0*. Elective unit BSBPMG510A replaced with BSBPMG522A.
Release 3	New release of this Qualification with *BSB07 Business Services Training Package version 7.0*. BSBOHS elective unit updated with the BSBWHS unit and imported elective units updated with the most current equivalent.
Release 2	New release of this Qualification with *BSB07* Business *Services Training Package version 6.0*. Outdated advice removed.
Release 1	Initial release of this Qualification.

Description

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.

Pathways Information

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

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

There are no entry requirements for this qualification.

Employability Skills 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	• consulting with others on developing a range of operational plans • demonstrating effective interpersonal and customer service skills when interacting with franchisees and customers • reporting on information gained and analysis on possible franchise site opening
Teamwork	• managing relationships and providing feedback • providing coaching and/or counselling skills as required • working closely with and supporting franchisees
Problem-solving	• analysing data and evaluating the effectiveness of systems • calculating resource requirements and acquiring them • conducting financial feasibilities and managing budgets • solving complex and non-routine difficulties • using a variety of problem solving and decision making strategies
Initiative and enterprise	• being entrepreneurial, creative and providing innovative solutions to complex issues • encouraging creative and innovative workplace solutions • identifying new and emerging opportunities for the franchise business and developing strategies to capitalise on them
Planning and organising	• collecting, collating and analysing information using appropriate workplace business systems • planning for business and marketing • researching the feasibility of establishing, planning the set up and implementing policies and procedures for the selected franchise model
Self-management	• applying knowledge in a self directed manner • managing a franchise business model
Learning	• coaching and mentoring others to acquire new knowledge and skills • identifying training opportunities and making training available • managing the performance of franchisees via regular monitoring and review

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

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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

Work Health and Safety

BSBWHS501A Ensure a safe workplace

Project Management

BSBPMG522A Undertake project work

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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