

# Franchise Business Management Minor (2025-2026)

## Liniger Center on Franchising

### Senior Executive Director

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### Franchise Business Management Minor Advising

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- This minor is open to both business majors and non-business majors.
- Non-business majors complete 24 credits for the minor.
- Business majors complete 16 credits for the minor.
- A minor GPA of 2.00 or higher is required to graduate.
- Only grades of "C-" or higher fulfill minor requirements.
- Any minor course substitutions must be preapproved Daniels Undergraduate Programs.
- Students cannot pursue both the minor in Entrepreneurship with the specialization in Franchising and the minor in Franchise Business Management.
- Some course requirements for this minor overlap with requirements for other minors, like Business Administration or Marketing. Students pursuing multiple minors should discuss options with a Daniels advisor to ensure they have completed the minimum credits required for both programs, without any overlapping courses.

## Franchise Business Management Minor Course Requirements

Franchising is a powerful business model that drives success across hundreds of industries and thousands of brands, from fitness and hospitality to healthcare and retail. The minor in Franchise Business Management provides practical insights into how franchise systems operate and scale. Students will explore key milestones, challenges, and success strategies from both franchisor and franchisee perspectives. Whether you're interested in working for a national brand, an aspiring entrepreneur, or curious about business expansion, this program equips you with essential skills in strategy, operations, and leadership. With interactive discussions, expert guest speakers, and real-world case studies, this minor complements any major and opens doors to exciting opportunities in franchising.

### **Requirements for non-business majors: 24 total credits**

- BUS 1440 The Fourth Industrial Revolution (4 credits)
- MKTG 2800 Introduction to Marketing (4 credits)  
*Prerequisites: Sophomore standing (45 credits earned) and declared minor*
- EVM 1400 Introduction to Franchising (4 credits)
- EVM 2400 The Franchise Journey: Start-up to Exit (4 credits)  
*Prerequisite: EVM 1400*
- EVM 3350 From Idea to First Dollar Sale (4 credits)  
*Prerequisites: EVM 1400, EVM 2400, and junior or senior standing (at least 90 credits earned)*  
*This course typically is offered in fall and spring quarters.*
- Franchise Business Management minor electives (select 4 credits from the 3000-level EVM Entrepreneurship sprints below):
  - EVM 3408 Accounting for Entrepreneurs (1 credit)
  - EVM 3409 Financial Statements for Entrepreneurs (1 credit)
  - EVM 3414 Branding & Messaging (1 credit)
  - EVM 3432 Getting to Know Your Customer (1 credit)
  - EVM 3424 Visualizing & Presenting Data (1 credit)
  - EVM 3414 Emotionally Effective Leader (1 credit)
  - EVM 3440 Negotiations (1 credit)

### **Requirements for business majors: 16 total credits**

- Complete the same requirements as above, except BUS 1440 and MKTG 2800 will count toward Business Core requirements.