

COURSE CODE: SYSTENT

COURSE TITLE: System of Enterprise Business Concept

COURSE DESCRIPTION:

This course emphasizes the importance and managing an enterprise business. This elective course will also discuss the concept of franchising, characteristics of the franchisor and franchisee, evaluation of franchising opportunities, legal concerns of enterprise businesses, the development of appropriate strategies and the successful planning, implementation and launching of a new enterprise business.

DEPARTMENT: Decision Sciences and Innovation Department

TEXTBOOK:

- No prescribed text - Materials will be provided by faculty in Canvas

READING LIST:

Entrepreneurship – Success Stories of Filipino Entrepreneurs Association of Filipino Franchisers Inc.

Franchising

Department of Trade and Industry Bureau of Small and Medium Enterprises

Franchising 4th Edition 2008 Justis & Judd

Thomson Learning

ISBN: 978-0-7-5936705-0

https://www.deca.org/wp-content/uploads/2018/07/HS_EFB_Guidelines.pdf

REQUISITE EQUIPMENT/MATERIALS FOR THE COURSE: