COURSE DESCRIPTION

International Franchise Law: the World is yours

Grow your understanding of the practice and law of international franchising and the viability of franchising internationally.

Overview

This course will introduce you to international franchise law and will enhance your skills in assessing the viability of franchising a business internationally.

This introductory course looks at the law behind questions such as:

- How do franchisors keep their brand image consistent across all countries?
- What due diligence do franchisors need to conduct?
- How do franchisors conduct legal due diligence?
- How are international franchising disputes resolved?
- What's the future of business format franchising?

By the end of the course you will be able to:

- Assess the expansion-readiness of a franchised business for overseas jurisdictions
- Recognise the role of legal advisers in the business decision to expand a franchise to a new country
- Identify the key legal issues that affect franchisors expanding internationally
- Identify and research the laws relevant to franchising in international jurisdictions
- Understand the methods available to resolve franchise disputes
- Examine the potential future application of the franchise model through social franchising and micro franchising.

Who is it for?

- This course is suitable for undergraduates, postgraduates, financiers and entrepreneurs.

- Existing and prospective franchisors or business owners and their professional advisers from around the world who are either serious or curious about exploring the idea of internationalizing their business and who want to know more about franchising are welcome. Potential research collaborators are always welcome.

Course Structure
- Introduction and cultural dimension of international franchising, comparison of business expansion models and cultural due diligence
- Brand due diligence and domestic franchise arrangements, obligations and responsibilities in the franchise agreement
- Franchising law and business structures
- Property – intellectual, real and personal
- Dispute resolution
- Exit strategies, franchisor failure and the future of franchising

**Have training delivered In-House**
Find out more about getting this course delivered in-house for your team, tailored to your business requirements and at a location to suit you. **40 hours of formal learning**

**Contact details**

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