

Postgraduate Certificate of Franchise Management



Licensing Executives Society - Arab Countries
Advancing the Business of Intellectual Property Globally

www.lesarab.org



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The Licensing Executives Society – Arab Countries (LES-AC) offers you the opportunity to become a Franchise Management Certified Expert, by registering in the following course:

Postgraduate Certificate of Franchise Management

Who We Are!!

Licensing Executives Society - Arab Countries (LES-AC)

The Licensing Executives Society–Arab Countries (LES-AC) is the first non-profit Arab regional society specialized in licensing and technology transfer. LES-AC aims at educating the business community on the economic importance of Licensing, the protection of Intellectual Property Rights (IPRs), and research and development (R&D) investment. LES-AC is the regional representative of the Licensing Executives Society International (LESI) which comprises of 32 national and regional societies worldwide. For more information, please visit www.lesarab.org.

LES-AC is composed of a board of directors and a general assembly. Standing committees are composed of volunteers and are driven by specialists experienced in licensing and in other fields of the Society's expertise.

Our Mission

We are committed to providing the Arab world with professional executives in the fields of licensing and technology transfer, as well as promoting economic growth by encouraging, facilitating and enforcing Intellectual Property licensing and research and development (R&D) investment.



Importance of LES-AC

The role of LES-Arab Countries is evident at two levels. Its role on the individual scale is embodied in education, providing technical assistance and encouraging research. As for the public level, LES-Arab Countries assists governments in setting strategic plans for technological development and lobbying before international bodies.

Society Members:

LES-AC represents the countries of the Arab League. Membership is open to all individuals who are specialized or interested in licensing, technology transfer and research and development (R&D) in the Arab world. For membership registration [click here](#)

Trainers:

All the trainers in these programs are certified by the Licensing Executives Society-International (LESI).

Special Discounts for Society Members, Groups and companies, in which fees are including training materials, certificates and coffee breaks.

Certificates Granter:

- Licensing Executives Society Arab Countries (LES-AC).
- Talal Abu Ghazaleh University.

Courses Introduction:

Postgraduate Certificate of Franchise Management:

This type of programs was designed in order to help leading companies in the business to better understand the work depending on franchise, which proved a great success in the recent development in the Arab and international economics from the legal, marketing and administrative aspects.

This program discusses all topics related to franchise offers over 18 days in the form of 130 hours of training.

Program Levels:

- **First Level:** Introduction in Franchise – Course Period (4 days or 30 hours).
- **Second Level:** Franchise Strategy – Course Period (3 days or 22 hours).
- **Third Level:** Franchise Legal Principals – Course Period (2 days or 15 hours).
- **Fourth Level:** Marketing within the Franchise Systems – Course Period (3 days or 22 hours).
- **Fifth Level:** Operational Management within franchise companies Course Period (3 days or 22 hours).
- **Sixth Level:** Advanced study in franchise and managing differences Course Period (3 days or 22 hours).
- **Program conclusion.**

Program Content:

First Level: Introduction in Franchise

- History of franchise, followed by a preliminary study in the structure of franchise systems companies and international bodies Organization.
- An initial Explain to guide marketing and operations manual, training and finances of franchise and the foundations of a franchise commercially, legally and relations down to the study of the reasons for the success of the franchise strategy in the expansion and development of markets, system controls, selection of partners and signs franchise.
- Studying the practical examples of companies operating in the sector.

Second Level: Franchise strategy.

- Why, when and how the decision to switch to a new company.
- Analytical study of the strengths and weaknesses of the company and its competitors and the definition of the work concept and strategic planning for the future.
- Develop and implement business development plans to address the challenges within the organizational structure, franchise systems, laws, team building, recruitment, training and supervision.
- Definition of unit strategically and technically branch expansion and the development of the financial plan for franchise branch network.

Third Level: Franchise Legal Principals.

This course takes a place in the study of legal principles and foundations of the franchise regionally or internationally, including associated Intellectual Property protection laws. The allocation is made to the knowledge, understanding and the application of franchise laws in the reality of business life as well as the types of franchise contracts that aim at achieving practical results under the supervision of lawyers and experts in franchise laws.

Fourth Level: Marketing within the Franchise Systems.

- Strategic marketing, corporate identity and its applications, the laws of evidence, study engineering and interior design.
- Market study in the country of origin, market expansion, marketing plan on the branch to the consumer level and on the public network, the level of training to develop, implement marketing and mechanisms guide.
- Planning for the sales units branches, franchise standards identification, selection of partners and grantees franchise, develop action plans for them and contact the advertising market, the level of relations within the branch network.

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- Participation in franchise exhibitions and event management frameworks. Scientific study and practical examples based on realistic franchise for leading companies.

Fifth Level: Operational Management within franchise companies.

- Study the development of the internal operations manual and training manual in the franchise company.
- The establishment and development of the internal concept of sales branches and sales cycle and dealing with customers and preparing applications.
- Storing and centralized operations management, quality control, logistics and the development of courses of action that linked to the IT system administration.
- Franchise grantees network management and control performance.
- Organizing of exchange mechanisms.
- Information and project management in the practical study and practice.

Sixth Level: Advanced study in franchise and managing differences.

- Transformation into a global franchise company and arrange relations, international conventions dealing and regulating relations with key grantees and sub-franchise.
- Regulate the resale of the franchise and the purchase or sale of partial or total branch network. Putting the right rules of interaction and communication and dealing in issues and disputes resolved in the light of international trade laws

Program Conclusion

Program Exams

The final exam for the program will include (oral, written and practical test).

After Passing the exams each participant will be required for 60 days residency period in a leading franchise company that has been selected by our society (LES-AC) in accordance with the required specialization, which is a prerequisite for graduation and get a final report under the certificate from the host company.

Course Duration: 18 DAYS.

Registration Fees: 2000 USD.



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**For further information about the training courses,
please contact us at the following details:**

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