Griffith Business School seeks to excel as a provider of high quality, cross-disciplinary and internationally relevant business and public policy education and research, emphasising the relationship between business and society in promoting sustainable enterprises and communities.
The 3/2008 meeting of the Griffith Business School Board will be held on Friday, 16 May 2008, from 10:00am till 1:00pm in the Room 0.12, Boardroom, Business 1 Building (N50), Nathan campus. A light lunch will be served at approximately 12:30pm.

Kate Rees
Secretary

SUPPLEMENTARY AGENDA

1.0 NEW PROGRAM SUBMISSION (#2008/0016787)
3116 GRADUATE CERTIFICATE IN FRANCHISING

1.1 The Griffith Business School Board, on the recommendation of the Learning and Teaching Committee (GBS), is asked to consider a New Program Submission to introduce the Graduate Certificate in Franchising at the South Bank campus, as detailed in 2008/0016787, for implementation in Semester 2 2008. Professor Lorelle Frazer, Dean (Learning and Teaching) will speak to this item.

1.2 The Graduate Certificate in Franchising will be hosted by the Asia-Pacific Centre for Franchising Excellence, a newly established academic centre based on the Griffith Enterprise model of enhancing communities and industry through high quality research and teaching. The goal of the centre is to be the Asia-Pacific leader in franchising research and learning and teaching outcomes. The Graduate Certificate in Franchising will contribute to the achievement of this goal. The program is aimed at industry professionals involved in the ongoing development of an existing franchise operation or in the development of new franchising opportunities.

1.3 The strategic focus of the Graduate Certificate in Franchising is to provide a postgraduate qualification which would be attractive to persons who wish to gain specific qualifications in the area of franchising. The program addresses a shortfall in the market for education of this kind and will provide qualifications in an area of significant employment opportunities within Australia and Asia.

1.4 Admission Requirements

To be eligible for admission into the Graduate Certificate in Franchising, a student must:

- hold a bachelor's degree in any discipline from a recognised University (or another tertiary education institution of equivalent standing) with a minimum Grade Point Average of 4.0 (using a 7.0 scale); or
- have a minimum of three years equivalent full-time professional work experience in a related field at a management or supervisory level.

Degrees from overseas institutions must be assessed as equivalent to a recognised Australian bachelor's-level degree.

English language requirements

English language requirements apply to international applicants and other applicants whose previous study was undertaken in a language other than English. There are minimum English language requirements for such applicants for entry to all programs. For this program you will be required to have the following:

- English language requirements: Postgraduate programs (Standard)
Students who successfully complete the Graduate Certificate in Franchising may be eligible for entry to the Master of Marketing or Master of Business Administration, depending on their eligibility in meeting the admission requirements for those programs, and may be eligible for advanced standing towards these programs.

1.5 Degree Requirements

To be eligible for the award of the Graduate Certificate in Franchising (3116), a student must acquire 40CP as prescribed below:

- successfully complete 40CP of specified core courses;
- the grade of Pass Conceded (PC) will not be awarded for any course.

1.6 Program Structure

Students must complete the following 40CP of core courses:

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<tr>
<th>Course List</th>
<th>CP</th>
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<tr>
<td>I 7206MKT</td>
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<td>II 7421MGT</td>
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<td>II 7107MKT</td>
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1.7 Mode of Delivery

The Graduate Certificate in Franchising is offered on a part-time basis only (two standard semesters or the equivalent) via In Person, On-Campus mode. Students will be required to attend lectures at South Bank or Nathan.

The Griffith Business School also intends to offer this program via online delivery mode. 7107MKT Franchising is already developed and offered online. The remaining three courses will be developed for online delivery over the next twelve months.

1.8 Resources

The new program will have medium impact in terms of additional resources and infrastructure. The Graduate Certificate will comprise existing courses which will be modified to include franchising themes and examples in their content. There will be resource implications in the development of the courses for online delivery. 7107MKT Franchising is already offered via online mode. FLAS resources will be sought to convert the other 30CP of courses for online delivery.

As the courses currently exist in the Business Group therefore there will be no additional teaching costs.

The introduction of this program will not require additional space, specialised facilities, equipment, or technical resources. Additional library resources will be required to supplement existing franchising publications and learning resources.

Recommendation:

1.9 The Griffith Business School Board, on the recommendation of the Learning and Teaching Committee (GBS), is asked to recommend to Programs Committee a new Program
Submission proposing to introduce the Graduate Certificate in Franchising, as detailed in 2008/16787, for implementation in Semester 2 2008.

For discussion