

BUTTE COLLEGE

COURSE OUTLINE

I. CATALOG DESCRIPTION

EH 72 - Landscape Business Management

3 Unit(s)

Prerequisite(s): NONE

Recommended Prep: Reading Level III; English Level II; Math Level III

Transfer Status: CSU

51 hours Lecture

This course covers the skills and knowledge necessary to be successful in a management position for a landscape company, public/private park system, golf course and other 'Green Industry' operations. Emphasis will be placed on operational procedures of the business such as determining annual overhead, planning for recovery of that overhead, hiring and managing procedures of employees and determining 'true' profit. This course is also designed to encourage development of 'take-off' and bidding skills for the construction industry.

II. OBJECTIVES

Upon successful completion of this course, the student will be able to:

- A. Express and diagram an annualized overhead recovery plan and profit projection system.
- B. Perform all of the duties of a landscape manager including personnel, bidding, contract management, and marketing.
- C. Identify ethical and professional practices that lead to success in business.
- D. Analyze construction plans and prepare bids in a competent and competitive manner.

III. COURSE CONTENT

A. Unit Titles/Suggested Time Schedule

Lecture	
<u>Topics</u>	<u>Hours</u>
1. Estimating and Bidding	4.00
2. Materials and Labor	6.00
3. Equipment and Subcontractors	4.00
4. General Conditions	3.00
5. Labor Burden and Overhead Recovery	4.00
6. Budgeting Overhead and Different Methods of Overhead Allocation	4.00
7. The Multiple Overhead Recovery System and its Effectiveness	4.00
8. Profit and the 'Ding-Dong' Factor	4.00
9. Deciding What to Bid and How to Do a Unit Price Bid	6.00
10. The Work Flow Chart and Minimizing Errors	4.00
11. Bidding Accuracy and 'Getting Your Fair Share'	3.00
12. Contracts and Change Orders	5.00
Total Hours	51.00

IV. METHODS OF INSTRUCTION

- A. Lecture
- B. Guest Speakers
- C. Class Activities
- D. Field Trips
- E. Homework: Students are required to complete two hours of outside-of-class homework for each hour of lecture
- F. Discussion

V. METHODS OF EVALUATION

- A. Exams/Tests
- B. Quizzes
- C. Oral Presentation
- D. Class participation
- E. Final Examination
- F. Written Assignments

VI. EXAMPLES OF ASSIGNMENTS

- A. Reading Assignments
 - 1. Read the chapter in your text on comparative analysis of overhead recovery systems and their individual effectiveness in preparation for a group project.
 - 2. Read the chapter in your text on bidding strategy and system overview. Be prepared for class discussion.
- B. Writing Assignments
 - 1. Write a two page paper on overhead burdens to business, where to categorize them and a recovery strategy for those costs.
 - 2. Write a complete bid proposal from a plan take-off for presentation to the class.
- C. Out-of-Class Assignments
 - 1. Interview a successful manager in the "Green Industry" and share information with the class.
 - 2. Visit the Valley Contractor's Exchange, Chico Branch, for a tour of the facility in order to understand the history, services rendered and advantages of membership. Be prepared for an in-class quiz.

VII. RECOMMENDED MATERIALS OF INSTRUCTION

Textbooks:

- A. Charles Vander Kooi. The Complete Estimating Book. 4th Edition. VanDer Kooi & Associates, Inc., 2012.
- B. S. Angley, E. Horsey, D. Roberts. Landscape Estimating and Contract Administration. 3rd Edition. Delmar-Thomson Learning, 2013.

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