

Discipline: Agriculture	Sub-discipline: Environmental Horticulture
General Course Title: Landscape Business Management	Min. Units: 3 Semester
Proposed Suffix: L	
<p>Course Description: This course is an introduction to professional landscape management practices, including bidding, estimating, contracts and various business management practices.</p>	
Required Prerequisites or Co-Requisites ¹	
Advisories/Recommended Preparation ²	
<p>Course Objectives: <i>At the conclusion of this course, the student should be able to:</i></p> <ul style="list-style-type: none"> • Interpret and explain landscape plans and specifications • Determine the cost of a project from landscape plans/specifications • List equipment needed to start a landscape construction or landscape maintenance business • Calculate direct and indirect costs • Develop and present a business plan • Demonstrate an understanding of Federal, State and local contractor licenses, laws, regulations and permits pertaining to landscape businesses • Develop and present a schedule of materials, labor and equipment for a landscape installation or maintenance project • Develop a public relations policy handbook • Apply various computer software to assist in business practices • Explain the process and laws employers need to follow to interview, select, supervise and evaluate employees • Develop an employee policy and safety handbook • Summarize state laws and regulations applicable to landscape pest control • Describe the interaction between parties involved in a landscape project; e.g. contractor, client, architect/designer, suppliers, permitting agencies 	
<p>Course Content:</p> <ol style="list-style-type: none"> 1. Starting a landscape business <ol style="list-style-type: none"> A. Business licenses and requirements <ol style="list-style-type: none"> 1. State and federal requirements 2. Local requirements B. Material / equipment costs <ol style="list-style-type: none"> 1. Introduction 2. Site work 3. Hard construction 4. Planting and maintenance 5. Specialties 2. Contractor Laws and Regulations <ol style="list-style-type: none"> A. The Contractor's State License Board <ol style="list-style-type: none"> 1. Contractors License Law 2. Contractors State License Board Rules And Regulations: CA Code Of Regulations 3. Enforcement and judicial review 4. Access to public information <p>Landscape Business Management (Content Continued)</p> <ol style="list-style-type: none"> B. Laws governing contractors and contracts 	

¹ Prerequisite or co-requisite course need to be validated at the CCC level in accordance with Title 5 regulations; co-requisites for CCCs are the linked courses that must be taken at the same time as the primary or target course.

² Advisories or recommended preparation will not require validation but are recommendations to be considered by the student prior to enrolling.

1. Advertising
2. Provisions of Home Improvement Contracts
 - a. Notice Right To Cancel
 - b. Notice to Owner
 - c. Notice of Contractor's License Requirements
3. Subletting and Subcontracting Fair Practices Act
4. Employment practices: Fair Employment and Housing Act
5. Bonds and Undertaking Laws
6. Safety and health in construction
7. Dig-alert
8. Preservation of Native American remains
9. Worker's compensation insurance
- C. Tax and filing requirements
 1. Federal employment taxes
 2. State employment taxes
 3. State sales and use taxes
 4. Employment eligibility verification

3. Business Practices
 - A. Developing a business plan
 - B. Personnel relations, employees
 1. Hiring and termination
 2. Evaluations
 3. Training-safety, others
 4. Collective bargaining
 - C. Public relations, advertising, marketing
 1. Business cards
 2. Business signs
 3. Developing a company image
 4. Developing an advertising strategy
 5. Developing a marketing strategy
 - D. Inventories
 - E. Basic accounting and record keeping
 1. Requirements for a contractor
 2. Various forms available for estimating and record keeping
 - F. Contracts
 1. Requirements
 2. Standard contract forms

**Landscape Business Management
(Content Continued)**

4. Landscape Construction/ Maintenance Business Practices
 - A. Background information
 1. Area and volumes calculations

2. Measurements
 3. Scale
 4. Pesticide laws and regulations
 - a. Licenses
 - b. Permits
 - c. Safety training
 5. Construction materials and procedures, brick, block, concrete, installation
 6. Irrigation materials and procedures, components, fittings, installation
 7. Landscape maintenance materials and procedures, fertilizers, pesticides, maintenance schedules
- B. Pricing
1. Sources for prices
 2. Wholesale verses retail
- C. Bidding and estimating
1. To bid or not to bid
 2. Capability verses capacity
 3. Landscape project analysis
 4. Types Of Estimates
 5. Material costs
 6. Direct expenses (determining time requirements)
 7. Indirect costs - overhead expenses
 8. Contingencies guarantee and profit
- D. Take-offs
1. Types of drawings
 2. Job specifications
 3. Guidelines for take-offs
 4. The take-off process
 5. Final checks
- E. Scheduling
1. Critical path method
 2. Man hours

Laboratory Activities: Individual Laboratory Activities are designed to support course objectives.

Methods of Evaluation: Lecture
 Comprehensive Quizzes and Exams
 Written Critical Thinking Scenarios
 Problem Analysis and Solution
 Research and Term Papers

Methods of Evaluation: Laboratory
 Laboratory Skill Validation by Observation
 Laboratory Projects and Reports
 Laboratory Research Projects and Reports
 Laboratory Skill Practicum Exams

Typical Textbooks, Manuals, or Other Support Materials:

Jackson, Donald, (2009) Horticulture Management & Supervision, Del Mar Cenage (ISBN-10: 1418039985)
 Cohan, Steven M, PhD, (2006) Business Principles of Landscape Contracting, Prentice Hall (ISBN: 13:9780131116788)

References:

Anglley, Stephen, Horsey Edward and Roberts, David (2002) Landscape Estimating and Contract Administration Delmar

State of California (1994). California Contractors License Law and Reference Book. State of California Publication Section, Sacramento, CA.

Fee, Sylvia Hollman. Means Landscape Estimating. R.S. Means Company, Inc.

Griffin, James B. Landscape Management. California

Landscape Contractors Association, Sacramento, CA.
 California Landscape Contractors Association. Landscape Data Manual. CLCA, Sacramento, CA.
 California Landscape Contractors Association. CLS California Landscape Standards. CLCA, Sacramento, CA.
 Vander Kooi, Charles (1997). The Complete Estimating Book With Production Times for the Green Industry. Vander Kooi and Associates, CO.
 Vander Kooi, Charles (1997). The Complete Business Manual for Landscape, Irrigation, and Maintenance Contractors. Vander Kooi and Associates, CO.

Statewide Articulation: CPSLO-EHS 125, other universities as lower division elective.

FDRG Lead Signature:

Date:

Mark E. Bender, PhD CSU Stanislaus

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Internal Tracking Number