

ENSC M972: FINANCIAL PRINCIPLES FOR LANDSCAPE CONTRACTING

Originator

scohan

Co-Contributor(s)
Name(s)

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College

Moorpark College

Attach Support Documentation (as needed)

Advisory Board Notes.docx

Discipline (CB01A)

ENSC - Environmental Science

Course Number (CB01B)

M972

Course Title (CB02)

Financial Principles for Landscape Contracting

Banner/Short Title

Financial Principles for LC

Credit Type

Noncredit

Start Term

Fall 2022

Catalog Course Description

Discusses and illustrates financial management principles associated with the landscape design/build, maintenance and construction companies. Focuses on strategic planning, organization infrastructure, budgeting, pricing, estimating, job cost management, and proactive financial management .

Taxonomy of Programs (TOP) Code (CB03)

0109.10 - *Landscape Design and Maintenance

Course Credit Status (CB04)

N (Noncredit)

Course Transfer Status (CB05) (select one only)

C (Not transferable)

Course Basic Skills Status (CB08)

N - The Course is Not a Basic Skills Course

SAM Priority Code (CB09)

C - Clearly Occupational

Course Cooperative Work Experience Education Status (CB10)

N - Is Not Part of a Cooperative Work Experience Education Program

Course Classification Status (CB11)

J - Workforce Preparation Enhanced Funding

Educational Assistance Class Instruction (Approved Special Class) (CB13)

N - The Course is Not an Approved Special Class

Course Prior to Transfer Level (CB21)

Y - Not Applicable

Course Noncredit Category (CB22)

J - Workforce Preparation

Funding Agency Category (CB23)

Y - Not Applicable (Funding Not Used)

Course Program Status (CB24)

1 - Program Applicable

General Education Status (CB25)

Y - Not Applicable

Support Course Status (CB26)

N - Course is not a support course

Field trips

May be required

Faculty notes on field trips; include possible destinations or other pertinent information

Independent field trips to local commercial landscape sites.

Grading method

(P) Pass/No Pass Grading

Does this course require an instructional materials fee?

No

Repeatable for Credit

Yes

Number of times a student may enroll in this course

Unlimited

Units and Hours

Carnegie Unit Override

No

Total in-Class (full semester or term)

Total Minimum Contact/In-Class Hours (for full semester or term; not weekly)

20

Total Maximum Contact/In-Class Hours (for full semester or term; not weekly)

20

Total Student Learning

Total Student Learning

Total Minimum Student Learning Hours

20

Total Maximum Student Learning Hours

20

Student Learning Outcomes (CSLOs)

Upon satisfactory completion of the course, students will be able to:

- | | |
|---|---|
| 1 | describe the application of financial tools to assess the profitability of landscape management projects. |
| 2 | describe the significance of balance sheets and income statements to a landscape management company. |
| 3 | explain the significance of budget planning to landscape management projects. |

Course Objectives

Upon satisfactory completion of the course, students will be able to:

- | | |
|---|--|
| 1 | explain the significance of strategic planning on the future growth of landscape management companies. |
| 2 | identify the financial components that impact the profitability of landscape management companies. |
| 3 | describe how the application of lean management principles can enhance the profitability of landscape management projects. |

Course Content**Lecture/Course Content**

1. (6%) Strategic planning for the future growth of landscape management companies.
2. (10%) Development of a financial database for a landscape management company.
3. (12%) Budget planning for landscape management operations.
4. (12%) Pricing components landscape management job.
5. (14%) Estimating Landscape management projects.
6. (10%) Application of financial tools to landscape management operations.
7. (10%) Technology applications to landscape management projects.
8. (8%) Software applications for landscape management companies.
9. (6%) Project management procedure for landscape management projects.
10. (12%) Application of lean management principles to landscape management projects.

Methods of Evaluation

Which of these methods will students use to demonstrate proficiency in the subject matter of this course? (Check all that apply):

Written expression
 Problem solving exercises
 Skills demonstrations

Methods of Evaluation may include, but are not limited to, the following typical classroom assessment techniques/required assignments (check as many as are deemed appropriate):

Individual projects
 Problem-solving homework
 Quizzes
 Reports/papers
 Role playing
 Skills tests or practical examinations
 Written analyses
 Written homework

Instructional Methodology

Specify the methods of instruction that may be employed in this course

Audio-visual presentations
 Case studies
 Distance Education
 Field trips
 Guest speakers
 Internet research
 Lecture
 Problem-solving examples
 Readings
 Web-based presentations

Describe specific examples of the methods the instructor will use:

1. Recorded lectures on landscape contracting business principles.
2. PowerPoint presentations on the subject of landscape business management.
3. Supplemental learning resources related to business principal applications.
4. Landscape industry representative participation via video presentations and on site demonstrations.

Representative Course Assignments

Writing Assignments

1. Develop a personal annual budget.
2. Describe how the application of lean management principles can enhance your daily productivity.
3. Describe your observation of a business scenario that illustrates a topic discussed in the course.

Critical Thinking Assignments

1. Compile a list that contrasts factors associated with non-value-added time and value-added time as they relate to a landscape project.
2. Explain why company A with less revenue than company B could be more profitable?
3. Develop a personal S.W.O.T analysis for either a current or future goal.
4. Propose an artificial intelligence application that would enhance the productivity of a business operation.

Reading Assignments

1. Business Principles for Landscape Contracting: Chapter topics related to course modules.
2. Read relevant chapters assigned by the instructor from "The Toyota Way" by Liker, Jeffrey.

Skills Demonstrations

1. Analyze a company's operations and apply lean management principles to enhance its production efficiency.
2. Apply technology elements to enhancing a company's productivity.
3. Analyze the financial statements of two companies with similar revenue and determine what factors contribute to company's higher profitability.
4. Calculate financial ratios to assess a company's production efficiency and profitability from its profit and loss statement

Other assignments (if applicable)

1. Role play as a project manager's response to expenses exceeding the job cost budget.
2. Relate lecture topics to student's personal financial management, e.g. budgeting.
3. Observe lean management principles within a business sector.

Outside Assignments

Representative Outside Assignments

1. Submit summaries of landscape company 's services, market and career opportunities from their respective websites.
2. Summarize three company mission and vision statements from various economic sectors.
3. Submit a strategic plan from a company, educational institution or a nonprofit foundation.
4. Write a personal strategic plan.
5. Submit a personalized annual budget.
6. Conduct a lean management analysis of student's personal daily time allocation.

Textbooks and Lab Manuals

Resource Type

Textbook

Classic Textbook

No

Description

Cohan, Steven. *Business Principles for Landscape Contracting*. 3rd ed., Routledge, 2018.

Resource Type

Textbook

Classic Textbook

No

Description

Hensley, David L. Professional Landscape Management. Stipes Pub., LLC. 2010.

Resource Type

Textbook

Classic Textbook

No

Description*Liker, Jeffrey. The Toyota Way. McGraw-Hill. 2004.***Library Resources****Assignments requiring library resources**

Conduct research using library print and digital resources on the subject of financial principles related to landscape contracting.

Sufficient Library Resources exist

Yes

Example of Assignments Requiring Library Resources

1. Describe how businesses forecast financial projections.
2. Describe how accounting software can be implemented into the landscape contracting industry.
3. Describe mission statements from companies representing three economic sectors.
4. Describe the services associated with landscape companies.
5. Describe how technology has enhanced the landscape industry's productivity.

Distance Education Addendum**Definitions****Distance Education Modalities**

Hybrid (51%–99% online) is a temporary emergency approval ONLY

Faculty Certifications

Faculty assigned to teach Hybrid or Fully Online sections of this course will receive training in how to satisfy the Federal and state regulations governing regular effective/substantive contact for distance education. The training will include common elements in the district-supported learning management system (LMS), online teaching methods, regular effective/substantive contact, and best practices.

Yes

Faculty assigned to teach Hybrid or Fully Online sections of this course will meet with the EAC Alternate Media Specialist to ensure that the course content meets the required Federal and state accessibility standards for access by students with disabilities. Common areas for discussion include accessibility of PDF files, images, captioning of videos, Power Point presentations, math and scientific notation, and ensuring the use of style mark-up in Word documents.

Yes

Regular Effective/Substantive Contact

Hybrid (51%–99% online) Modality:

Method of Instruction	Document typical activities or assignments for each method of instruction
E-mail	Instructor will email student with announcements about the course or an upcoming event. Student will in turn email their question(s).
Synchronous Dialog (e.g., online chat)	Instructor may be available on a certain day or days of the week within a certain period to help students and answer their question(s) via online chat.
Other DE (e.g., recorded lectures)	Instructor may record the lectures and post them for student to view within a specified period to be ready for the accompany assignment.
Asynchronous Dialog (e.g., discussion board)	Instructor will post a question, and student will respond to the question. Instructor will post a question, and student will respond to the question. Instructor will post a question, and student will respond to the question. Instructor will post a question, and student will respond to the question. Instructor will pose a question and student will respond to the question.
Face to Face (by student request; cannot be required)	Students will have the option to meet the instructor.

Examinations

Hybrid (51%–99% online) Modality

Online

Primary Minimum Qualification

ECOLOGY

Additional Minimum Qualifications

Minimum Qualifications

Ornamental Horticulture

Review and Approval Dates

Department Chair

02/08/2022

Dean

02/10/2022

Technical Review

02/17/2022

Curriculum Committee

3/15/2022

DTRW-I

04/21/2022

Curriculum Committee

MM/DD/YYYY

Board

MM/DD/YYYY

CCCCO

MM/DD/YYYY

DOE/accreditation approval date

MM/DD/YYYY

