

ENSC M973: MANAGEMENT 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)

M973

Course Title (CB02)

Management Principles for Landscape Contracting

Banner/Short Title

Management Principles for LC

Credit Type

Noncredit

Start Term

Fall 2022

Catalog Course Description

Discusses and illustrates applications of business management practices to the landscape industry. Emphasizes human resource management in terms of federal employment compliance, employee motivation for productivity enhancement, professional development, and leadership qualities. Introduces the concept of lean management as a resource for increasing production efficiency, and profitability.

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 commercial landscape sites and botanic gardens.

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

Entrance Skills

Student Learning Outcomes (CSLOs)

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

- | | |
|---|---|
| 1 | analyze the impact of human resource management on employee retention and productivity. |
| 2 | conduct a self-assessment of current leadership skills; identifying strengths and weaknesses. |
| 3 | analyze the phases of process management as they relate to business operations. |

Course Objectives

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

- | | |
|---|--|
| 1 | initiate and manage a lean culture assessment. |
| 2 | apply motivational principles to the enhancement of employee productivity. |
| 3 | apply innovative technology to business operations. |
| 4 | define the primary elements associated with project management. |
| 5 | understand the required compliance to federal employment laws. |

Course Content

Lecture/Course Content

- (10%) Project Management
- (10%) Technology Applications
- (20%) Human Resource Management
- (20%) Creating a Lean Culture
- (15%) Leadership Skills
- (10%) Professional Development
- (15%) Productivity Basics

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 exams
- Quizzes
- Role playing
- Written homework

Instructional Methodology

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

- Audio-visual presentations
- Distance Education
- Field trips
- Guest speakers
- Internet research
- Problem-solving examples
- Readings
- Role-playing
- Web-based presentations

Describe specific examples of the methods the instructor will use:

1. Recorded lectures on management practices applicable to the landscape industry.
2. PowerPoint presentations related to managing human assets for enhancing employee productivity, and retention.
3. Supplemental resources related to employee productivity enhancement.
4. Landscape industry guest videos related to project management.

Representative Course Assignments

Writing Assignments

Make a self assessment of current leadership skills as they apply to a business environment.

Describe a lean management assessment of the your daily productivity, with emphasis on identifying value and non-value added time.

Role play as a manager in an employee case study.

Describe where you have observed a business application of technology to enhance productivity efficiency.

Describe a situation where you had to adjust to change. Relate your response to one or more characters in the Who Moved my Cheese YouTube video audio book.

Critical Thinking Assignments

Analyze inefficiencies that can negatively impact the profitability of a landscape project.

Analyze how a company can incorporate employment empowerment as a means of retaining employees and enhancing their productivity.

Analyze factors associated with the successful dominance of three companies their respective economic sectors.

Analyze how companies have adjusted to change during the pandemic.

Reading Assignments

Business Principles for Landscape Contracting related to course module topics.

Research topics related to leadership styles impact on employee productivity.

Research topics that relate to factors associated with developing a positive company culture.

Research topics that relate to companies adapting to changes in their respective economic sectors.

Skills Demonstrations

Outline a Kaizen event that will result in an incremental improvement of a business operation.

Describe how a leadership style can enhance employee productivity.

Demonstrate how, as a business owner, you would incorporate positive reinforcement as an integral component of your company's culture.

Other assignments (if applicable)

Describe a company culture that would have a positive impact on employee recruitment.

Apply the 5 S' (Sort, Set in order, Shine, Standardize, Sustain) to either your job or personal workspace.

Describe as a business owner how you would incorporate a professional development for entry-level managers.

Describe professional development programs and employee incentive programs that would influence your employment decision.

Outside Assignments

Representative Outside Assignments

Observe a business operation and assess its value-added time and its non-value added time.

Describe a technological innovation that you feel would enhance a business operation.

Describe how the application of the PDCA management system can improve your daily productivity.

Format questions for interviewing a candidate for a landscape supervisor's position.

Textbooks and Lab Manuals

Resource Type

Textbook

Description

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

Resource Type

Textbook

Classic Textbook

No

DescriptionHensley, David. *Professional Landscape Management*. Stipes Pub, LLC, 2010.**Resource Type**

Textbook

Classic Textbook

No

DescriptionColette, Bill and Rochard Hadden. *Contented Cows Give Better Milk*. John Wiley and Sons, 2001.**Resource Type**

Textbook

Classic Textbook

No

DescriptionBlanchard, Kenneth and Spencer Johnson. *The One Minute Manager*. William Morrow and Company, 1982.**Library Resources****Assignments requiring library resources**

Research using the library's print and online resources.

Sufficient Library Resources exist

Yes

Example of Assignments Requiring Library Resources

Research and describe outstanding leadership skills of two distinguished leaders.
 Research and describe an example of a professional development program.
 Describe how the Toyota Production System incorporates lean management.
 Describe the leadership style manifested in the One Minute Manager book.
 Describe company cultures that are associated with the best company to work for rankings.

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

Hybrid (51%–99% online)
 100% online

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 will email student with announcements about the course or an upcoming event. Student will in turn email their question(s).
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.

100% 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 will email student with announcements about the course or an upcoming event. Student will in turn email their question(s).
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.

Examinations

Hybrid (51%–99% online) Modality

On campus
Online

Primary Minimum Qualification

ECOLOGY

Additional Minimum Qualifications

Minimum Qualifications

Ornamental Horticulture

Review and Approval Dates

Department Chair

02/23/2022

Dean

02/23/2022

Technical Review

03/03/2022

Curriculum Committee

03/15/2022

DTRW-I

04/21/2022

Curriculum Committee

MM/DD/YYYY

Board

05/11/2022

CCCCO

MM/DD/YYYY

DOE/accreditation approval date

MM/DD/YYYY