

AGRI 250

LANDSCAPE MANAGEMENT

(2 UNITS - 1 HOURS LECTURE, 3 HOUR LAB)

This course is an introduction to professional landscape management practices, including bidding, estimating, contracts, and various business management practices

COURSE OBJECTIVES

- 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
- Apply various computer software to assist in business practices
- Interview, select, supervise and evaluate employees
- 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

TOPIC OUTLINE

- I. Starting a Landscape Business
 - A. Business Licenses and Requirements
 1. State and Federal Requirements
 2. Local Requirements
 - B. Material / Equipment Costs

1. Introduction
2. Site Work
3. Hard Construction
4. Planting and Maintenance
5. Specialties

II. Contractor Laws and Regulations

- A. The Contractor's State License Board
 1. Contractors License Law
 2. Contractors State License Board Rules and Regulations: California Code of Regulations
 3. Enforcement and Judicial Review
 4. Access To Public Information
- B. Laws Governing Contractors And Contracts
 1. Advertising
 2. Provisions Of Home Improvement Contracts
 3. Notice Right to Cancel
 4. Subletting and Subcontracting Fair Practices Act
 5. Employment Practices: Fair Employment and Housing Act
 6. Bonds: Bonds and Undertaking Laws
 7. Safety and Health in Construction
 8. Dig-Alert
 9. Preservation of Native American Remains
 10. 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

III. Basic Business Practices

- A. Developing A Business Plan
- B. Personnel Relations, Employees
 1. Hiring and Firing
 2. Evaluations
 3. Safety Training
- 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. Introduction to Various Forms Available for Estimating and Record Keeping
 - F. Contracts
 1. Requirements
 2. Standard Contract Forms
- IV. 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
 4. Construction Materials and Procedures (E.G. Brick, Block, Concrete, Installation)
 5. Irrigation Materials and Procedures (E.G. Components, Fittings, Installation)
 6. Landscape Maintenance Materials and Procedures (E.G. 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
 - A. 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