



All-Phase Landscaping and Design
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Dear Students,

Thank you for your business with American Trade Secrets as your continuing education provider for CCB and LCB. We have put together this custom training course to enhance your contracting business for your overall benefit. Please review the syllabus below to understand how the course is categorized. If you have any questions or concerns, please contact the listed instructor on this syllabus so that they may be addressed.

Sincerely, Dain Paul Dejong-Stothoff



American Trade Secrets Contractor Course Syllabus:

CBA 975: Business Administration for Construction Contracting

Instructor: Dain Dejong-Stothoff **Email:** dain@americantradesecrets.com

Please include CBA 775 in the subject line when emailing about this course

Campus Locations:

Classroom location will be announced during orientation email after registration at one of the below campuses:

- Linn-Benton Community College - 6500 Pacific Blvd SW, Albany, OR 97321
- Oregon State University - 500 SW Jefferson Way, Corvallis, OR 97331

Course Description and Outcomes

This course teaches the fundamentals of business administration processes that are required for a successful contracting company. This course includes site analysis, design, inventory, logistics, contract development, procedural operation, managerial accounting, business law, taxation, content marketing, and administration.



After successful completion of this course series, the graduate will:

- Understand the principles of business and be able to apply them in their contracting business
- Identify key solutions for client needs and how to contract those solutions into real contracts
- Be capable of drafting plans and writing contracts based on those drafted plans
- Coordinate logistics of raw material within the building schedule
- Understand software and how to incorporate it within any company to increase productivity
- Create marketing content and employ that content into a successful marketing campaigns
- Develop operation schedules and manage those schedules until project completion
- Organize and manage legal employment contracts
- Prepare accounting and tax statements for legal and reporting purposes
- Provide protection by understanding business law and how to operate under set rules
- Have a full understanding of insurance and how to use insurance to help manage risk and safety
- Manage groups of employees and be able to successfully delegate workloads in order to complete building schedules correctly
- Commit to a lifetime of continuing education when it comes to their trade and business

American Trade Secrets

Contractors CCB/LCB CEH Course Module Series

Module 1.1 - Site Analysis

Day 1 2:00pm - 3:30pm

- *Evaluation of Site*20 Min

Topic: Visiting jobsites for the first time and evaluating client needs. Different types of electronics gather data and record for the bidding process.

Discussion: How to sell and to cross-sell services on site when evaluating client needs.

- *Measuring and Surveying*.....10 Min

Topic: Understanding different tools that are used for collecting measurements and digital mapping. The process of surveying and site analysis.

Discussion: The importance of surveying for foundational building

- *Resource Costing*.....30 Min

Topic: Accurate material and logistics estimation. Material logistics efficiency and coordination.

Discussion: Benefits of in-house delivery services. Pros and cons of outsourcing delivery services.

- *Estimation*.....15 Min

Topic: Using trade math and software to accurately estimate material needs. Outsourcing material bids.

Discussion: Liability of estimation.

- *Scope of Work*.....15 Min

Topic: Submitting detailed scope of work procedure documents and how to create them based off estimation information.

Discussion: How to write a scope of work that protects against liability and fraud.

Module Completion Total.....1.5 Hours



Module 2.1 – Design and Engineering

Module 2.1: 3:45pm- 5:15pm

- *Engineering*.....35 Min

Topic: Outsourcing proper engineering companies to develop plans for high-risk projects. Understanding engineering and how it impacts mandatory design.

Discussion: Using the engineering phase for risk management during operations. Identifying dangerous hazards during the building process and writing safety protocol for building employees.

- *Plan Development*.....45 Min

Topic: Understanding processes required for plan completion. Using information from the site analysis and engineering phases to develop operation costs.

Discussion: How to separate liability when outsources engineering services. Ensuring proper insurance coverage when building complex structures.

- *Permitting*.....20 Min

Topic: Meeting criteria and conditions of permits requirements. Applying for permits using data and information that is gathered during the site analysis.

Discussion: Passing inspection, building to code, and understanding the importance of permitting.

Module Completion Total.....1.5 Hours



Module 4.1 –Inventory
Module 4.1: 9:00am - 10:30am

- *Material Supply Chain.....45 Min*

Topic: Using data from the site analysis to develop a material supply schedule. Using logistics and scheduling to source material. Understanding wholesale vs. sale and how to determine best sales strategy.

Discussion: How sourcing leads to price competition. Understanding how logistics effects price and strategies to reduce total material cost.

- *Storage.....20 Min*

Topic: How access to storage affects company purchasing decisions. Using storage to reduce price by wholesale purchasing.

Discussion: Using storage to increase profits by reducing material costs.

- *Systems.....25 Min*

Topic: How inventory tracking software increases operation efficiency. Increasing profits by scaling material inventory operations.

Discussion: Using inventory tracking software to automate operations into systems. Increasing profits by using systems.

Module Completion Total.....1.5 Hours

Module 5.1 – Logistics

Module 5.1: 10:45pm – 12:15pm

- *Delivery Methods*.....45 Min

Topic: Understanding different delivery options and methods for material transport. How material price is determined by different uses of transportation equipment. Product availability and scheduling conflict solution strategies.

Discussion: Determining factors that influence equipment/transportation decision making. The critical importance of proper scheduling and consequences of scheduling errors.

- *Scheduling*.....25 Min

Topic: Developing schedules of delivery based on equipment usage and availability. How to charge for specialty delivery services.

Discussion: Strategies for companies to protect against material delays and cancellations.

- *Equipment*.....20 Min

Topic: Understanding transportation liability using different types of equipment.

Discussion: Pros and cons of third-party transportation services. Liability control methods for transportation operations.

Module Completion Total.....1.5 Hours



Module 6.1 - Procedural Operation

- *Building Processes*.....20 Min

Topic: How to assign different portions of the building operation into phases of completion. Incorporating phases into systems that increase productivity efficiency.

Discussion: Using phases to organize and breakdown the building operation into micro step processes.

- *Employee Management*.....25 Min

Topic: Creating a work environment where employees can grow to their full potential. How offering employee benefits affects the total price of contracts.

Discussion: Using employee handbooks to clearly state company expectations of staff members. Creating and writing company policy and guidelines for employee handbooks.

- *Conduct and Ethics*.....15 Min

Topic: Creating codes of conduct in the employee handbook for company staff to follow and reference. Writing ethical conduct that protects company liability, clients, and employees.

Discussion: How codes of ethical conduct improve efficiency and effectiveness of the business operation.

- *Safety*.....30 Min

Topic: Incorporating safety measures and standards in the company workplace. Setting clear disciplinary action for inability to follow written safety protocol.

Discussion: Understanding safety and the requirements for a safe work environment. Consequences of neglecting to follow company safety protocol.

Module Completion Total.....1.5 Hours



Module 10.1 - Content Marketing

- *Content Development and Creation*.....20 Min

Topic: Using current technology to develop company content for commercial use. Using created content to capture and grow a newer audience.

Discussion: Creating interactive content that results in new client engagement and acquisition.

- *Website Development with Interactive Content*.....25 Min

Topic: Designing and developing an interactive website for online content display. Understanding email marketing and other added features complementary to your custom website.

Discussion: How to develop interactive content that leads to customer acquisition and retention.

- *Social Media Management*.....20 Min

Topic: Using social media to grow and expand business operations. Engaging with audience to spread awareness of current business opportunities and other community events.

Discussion: Developing strategies to sell goods and services online using created content.

- *Content Marketing Campaigning*.....25 Min

Topic: Creating paid marketing campaigns using social media and other digital information distribution systems.

Discussion: Identifying ideal clientele using target marketing campaigns.

Module Completion Total.....1.5 Hours



Module 11.1 – Business Administration

- *Human Resource Development*.....15 Min

Topic: How to form administration teams using prescreening, education, and experience requirements.

Discussion: Providing different employment pay structures for prime candidate retention.

- *Operation Management*.....20 Min

Topic: Selecting building foreman based on education and prior project management experience. Providing different pay incentives for employment retention.

Discussion: Creating a work environment that provides long term employee incentives, employment protection, and planned retirement.

- *Business Payroll*.....15 Min

Topic: Using accounting software to program company payroll and ways to outsource accounting services. Benefits and risks of using third party accounting services.

Discussion: Understanding workman’s compensation and unemployment insurance. Reporting company tax information to IRS and Department of Revenue.

- *Company Finance*.....10 Min

Topic: Understanding self-financing options for expansion. Using credit and how to establish company lines of credit. Creating and running fundraiser opportunities for community events and capital growth.

Discussion: building shoestring budgets and applying personal finance options for start up ventures. Benefits and risks of offering credit to clientele.

- *Marketing*.....15 Min

Topic: Developing custom marketing content that promotes company products and services. How to use social media to engage with audience and capture target market.

Discussion: Why marketing is critical for business expansion and branding.

- *Promotion.....15 Min*

Topic: Planning, creating, and executing promotional events for new client acquisition and existing client retention.

Discussion: How to use promotional events to gain awareness and build an audience to new products or services.

Module Completion Total.....1.5 Hours

OSU/LBCC Campus Course Schedule

Day 1 - Friday 2:00pm-7:00pm

Total CEH : 4.5 Credit Hours

Module 1.1: 2:00pm - 3:30pm

Break 3:30pm – 3:45pm

Module 2.1: 3:45pm- 5:15pm

Break 5:15pm – 5:30pm

Module 3.1: 5:30pm – 7:00pm



Day 2 - Saturday 9:00am - 4:30pm

Total CEH: 6 Credit Hours

Module 4.1: 9:00am - 10:30am

Break: 10:30am - 10:45pm


Module 5.1: 10:45pm - 12:15pm

Lunch 12:15pm - 1:15pm

Module 6.1: 1:15pm - 2:45pm

Break 2:45pm - 3:00pm

Module 7.1: 3:00pm - 4:30pm



Day 3 - Sunday 9:00am - 4:30pm
Total CEH: 6 Credit Hours

Module 8.1: 9:00am - 10:30am

Break: 10:30am - 10:45pm

Module 9.1: 10:45pm - 12:15pm

Lunch: 12:15pm - 1:15pm

Module 10.1: 1:15pm - 2:45pm

Break: 2:45pm - 3:00pm

Module 11.1: 3:00pm - 4:30pm

Day 1-3 Course Completion Certificate Total CEH Hours: 17 Hours

After successful completion of each Module. Students will be given a certificate of completion that demonstrates the knowledge learned throughout our course series. This certificate can be used for CCB Continuing Education Hours (CEH) in Oregon. Our course completion certificate will be worth 11 hours of continuing education hours and is the completion certificate for this course.

Oregon State Construction Licenses:

- *C.C.B: 214247*
- *L.C.B: 16032*
- *L.C.B Business License: 100051*

American Trade Secrets Oregon State Continuing Education Production Crew:

Executive Producer: Dain Paul Dejong-Stothoff

ATS Webcast: Larissa McCormick - Hayli Peterson - Cameron Stothoff - Sydney Gordon

R.M.I: Dain Paul Dejong-Stothoff

Online Trade School: americantradesecrets.com