

**Southeast Missouri State University
Course Syllabus**

Department of	Human Environmental Studies	Course No.	<u>CF 250</u>
Title of Course	<u>Family Childcare: Feasibility and Management</u>	New	Spring 2012

I. Catalogue Description and Credit Hours of Course

Skill development for determining feasibility, management, and operation of a profitable child care business. (3)

II. Prerequisite(s)

None

III. Objectives of the Course

- A. Identify personal goals and motivation for planning a child care business.
- B. Summarize and compare approaches to time management.
- C. Analyze the use of technology in a child care business.
- D. Explain the scope of effective communication skills.
- E. Identify the ethic of human resource management.
- F. Demonstrate the ability to create a viable financial plan that includes budget development and profit projections.
- G. Outline management of income and expenses, including taxes, insurance, code and regulation compliance fees, and impact on profit/loss.
- H. Identify marketing techniques for specific clientele.

IV Student Learning Outcomes

- A. The student will identify personal goals and motivation for planning a child care business.
- B. The student will summarize approaches to time management.
- C. The student will identify the use of technology in a child care business.

V. Expectations of Students

- A. Read assigned materials, utilize available library resources, and participate in individual and group activities.
- B. Complete all assignments in a timely, professional manner. To successfully complete all examinations and regularly attend classes.

VI. Course Outline

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|---|-----------------|
| A. Motivation | 45 Hours |
| 1. Identification of reasons to be a business owner | 3 |
| 2. Net profit feasibility | |
| 3. Brainstorming to goal setting | |
| 4. Mission statement | |
| B. Time Management | 6 |
| 1. Setting priorities | |

2. Meeting formats	
3. Technology	
a. Cost	
b. Benefit	
c. Efficiency	
C. Communication	5
1. Modes and skills	
2. Needs based	
3. Personality types and generational issues	
4. Team building	
5. Barriers	
D. Budgets and operations	7
1. Record keeping	
2. Start-Up expenses	
3. Code and regulation compliance fees	
4. Taxes and insurance	
5. Retained earnings	
6. Profits during a recession	
E. Making Decisions	4
1. Information gathering	
2. Fear	
3. Criticism	
4. Resolution and commitment	
F. Focus and Marketing	6
1. Focus groups	
2. Messages for advertising	
3. Timing	
4. Social and traditional networking	
G. Personnel Processing	5
1. Resumes and interviews	
2. Orientation	
a. Expectations	
b. Performance evaluation	
3. Assessment	
4. Job satisfaction	
5. Termination of Employee	
H. Reflection	5
1. A personal sense of responsibility and caring	
2. Professional responsibilities	

VII. Textbooks

Ewing, M. (2005). *Developing your family child care business*. Kansas City, MO: Kauffman Foundation.

Ramsey, D. (2011). *EntreLeadership: 20 Years of practical business wisdom from the trenches*. New York, NY: Howard Books.

VIII. Basis for Student Evaluation

Exams and Quizzes	50%
Assignments and Projects (Journaling, individual, and group)	25%
Business Plan	20%
Participation	5%

Grading Scale

100%—90%	A
89%—80%	B
79%—70%	C
69%—60%	D
59%—below	F

The weights of evaluation criteria may vary at the discretion of the course instructor.

IX. Academic Policy Statement

Students will be expected to abide by the **University Policy for Academic Honesty** regarding plagiarism and academic honesty. Refer to <http://www6.semo.edu/judaffairs/code.html>

X. Student with Disabilities Statement

If a student has a special need addressed by the **Americans with Disabilities Act (ADA)** and requires materials in an alternative format, please notify the instructor at the beginning of the course. Reasonable efforts will be made to accommodate special needs. Refer to <http://www.semo.edu/ds>