Southeast Missouri State University
Course Syllabus

Department of Human Environmental Studies
Course No. CF 250

Title of Course Family Childcare: Feasibility and Management
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

A. Motivation
   1. Identification of reasons to be a business owner
   2. Net profit feasibility
   3. Brainstorming to goal setting
   4. Mission statement

B. Time Management
   1. Setting priorities
2. Meeting formats
3. Technology
   a. Cost
   b. Benefit
   c. Efficiency

C. Communication
   1. Modes and skills
   2. Needs based
   3. Personality types and generational issues
   4. Team building
   5. Barriers

D. Budgets and operations
   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
   1. Information gathering
   2. Fear
   3. Criticism
   4. Resolution and commitment

F. Focus and Marketing
   1. Focus groups
   2. Messages for advertising
   3. Timing
   4. Social and traditional networking

G. Personnel Processing
   1. Resumes and interviews
   2. Orientation
      a. Expectations
      b. Performance evaluation
   3. Assessment
   4. Job satisfaction
   5. Termination of Employee

H. Reflection
   1. A personal sense of responsibility and caring
   2. Professional responsibilities

VII. Textbooks


**VIII. Basis for Student Evaluation**

<table>
<thead>
<tr>
<th>Component</th>
<th>Weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exams and Quizzes</td>
<td>50%</td>
</tr>
<tr>
<td>Assignments and Projects (Journaling, individual, and group)</td>
<td>25%</td>
</tr>
<tr>
<td>Business Plan</td>
<td>20%</td>
</tr>
<tr>
<td>Participation</td>
<td>5%</td>
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</tbody>
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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](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](http://www.semo.edu/ds)