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| RocketCert, LLC 9111 Cross Park Drive  Bld D Suite 244 Knoxville, TN 37923  800-495-6612 | **Course Objective:**  The purpose of this four (4) hour plumbing continuing education course is to provide the licensee with a better knowledge and understanding key business concepts to help improve the welfare of their customers and employees. These key concepts include Bidding and Estimating, Contract Management Accounting practices, employee management, project management and marketing concepts that include digital and traditional methods. After completing this course, the learner will be able to apply business strategies within their profession. |
|  | **Course Outline:**  Bidding and Estimating Part 1   * Bidding and Estimating * Bidding Documents * Bidding Ethics   + Tips for a Creating a Bid * Estimate Planning   + Project Documents   + Project Documents - Specifications   + Project Documents - Construction Documents   + Project Documents – Design * Bidding and Estimating – Site Visit * Section Review |
|  | Bidding and Estimating Part 2   * Estimating Framework   + Define the Phases   + Tasks and Materials Needed   + Estimating Checklist * Using an Estimator   + Submitting Your Bid * Technology Tools for Estimating * Section Review |
|  | Contract Management Part 1   * Contract Documents and Project Manual   + Bid Documents   + Contract Provisions   + Technical Specifications   + Construction Drawings * Making Substitutions   + Substitution Approval Process   + Substitutions After the Bid Process   + Substitution Specifications * Required Contract Elements   + Offer and Acceptance   + Consideration   + Competent Parties   + Legal Purpose   + Contract Price and Payment terms   + Getting Paid   + Progress Payment   + Retainage   + Final Payment   + Obligations of the Parties   + Contract Conditions   + Owner’s Obligation   + Supplemental Conditions * Section Review |
|  | Contract Management Part 2   * Breach of Contract   + Material Breach   + Immaterial or Partial Breach * Boilerplate Provisions   + Standard Language * Provisions to Limit Risk   + Provisions to Limit Risk   + Indemnification   + Differing Site Conditions   + Warranties or Guarantees   + Delays and Extensions of Time   + Schedule Acceleration   + Making Changes to the Contract * Resolving Claims   + Claims Procedure   + Project Schedule * Section Review |
|  | Accounting Part 1   * The Accounting Cycle * Classify and Records Transactions   + Sales   + Purchases   + Receipts   + Payments * Post Transactions * Prepare Trial Balance * Prepare Adjusted Balance * Prepare Financial Statements * Analyze Statements Using Financial Ratios * Liquidity * Profitability * Solvency * Summary * Section Review |
|  | Accounting Part 2   * Methods of Accounting   + Cash Method   + Accural Method   + Benefits   + Restrictions   + Changing Your Method of Accounting * Equipment Records and Accounting   + Depreciation Methods     - Simple or Straight-Line Depreciation     - Sum-of-Years Depreciation     - Units-of-Production Depreciation * Payroll Accounting   + Gross Pay   + Applicable Taxes and Deductions   + Calculate Net Pay and Issue Checks   + Update Payroll Journal * Accounting Technology * Section Review |
|  | Employee Management Part 1   * Interview and Hiring Overview for New Hires * Establishing Reporting Processes for New Hires * Employee Documentations * Fair Labor Standards Act (FLSA)   + Record-keeping under the FLSA   + Penalties * Immigration and Nationality Act * Americans with Disabilities Act (ADA) * Other Labor Laws * Section Review |
|  | Employee Management Part 2   * Employee Handbook and Policies Overview   + Tips for Writing Your Employee Handbook * Employee Satisfaction   + The Value of a Well-Defined Job Description * Providing Employee Benefits * Disciplining Employees * Terminating Employees   + Contractual Employees   + At-Will Employees * Section Review |
|  | Project Management - Basics Part 1   * What is Project Management? * Who is the Project Manager? * Project Supervisory Team   + Superintendent   + Foreman   + Materials Expediter   + Architect and Owner’s Representative * Project Life Cycle   + Project Initiation   + Contract Award   + Pre-Construction Phase   + Construction Phase   + Job Completion and Closeout * Section Review |
|  | Project Management - Basics Part 2   * Tracking the Progress of the Project   + Daily Reports   + Status Reports   + Tracking the Schedule * Budget and Cost Controls   + Materials   + Budget Tracking * Quality Assurance   + Accurate and Detailed Specifications and Plans   + Detailed Shop Drawings   + Quality Assurance Program   + Customer Service Surveys * Technology * Section Review |
|  | Project Management - Scheduling Part 1   * Scheduling Process   + Examples * Scheduling Methods   + Calendar Scheduling * Section Review |
|  | Project Management - Scheduling Part 2   * Bar Chart Scheduling   + Example * Critical Path Method * Scheduling and Cash Management   + Example * Section Review |
|  | Traditional Marketing Part 1   * Introduction to Traditional Advertising * Introduction to Traditional Marketing   + Advantages to Traditional Marketing     - Direct Mail     - Billboards     - TV & Radio     - Print * Overview of the Marketing Funnel   + Awareness   + Interest   + Evaluation   + Trial   + Purchase/Adoption * Section Review |
|  | Traditional Marketing Part 2   * Types of Marketing Strategy   + Cause Marketing   + Relationship Marketing   + Scarcity Marketing   + Undercover Marketing * Importance of Understanding Your Target Market   + Market Segmentation * Networking   + Events   + Publicity * Advantages & Disadvantages * Section Review |
|  | Digital Marketing Part 1   * What is Digital Marketing   + Advantages of Digital Marketing * Types of Digital Marketing   + Search engine Optimization (SEO)   + Pay Per Click Advertising   + Social Media   + Ad Words   + Business Listings * Section Review |
|  | Digital Marketing Part 2   * Digital Media Types   + Owned Media   + Paid Media   + Earned Media * Digital Content   + Designing for Digital Marketing   + Website Design   + Designing for Social Media * Section Review |