

Course Outlines

Course Title: Starting And Operating A Shellfish Aquaculture Business

Course Code: AQUA 554T

Total Hours: 35 hours

Description: An introduction to the use of a business plan in launching, monitoring, and controlling the operation of a shellfish aquaculture business. Participants will be able to assist in the preparation of a business plan, discuss it with financiers, industry partners and business professionals, and apply it to their business.

Course Objectives:

The student will develop knowledge and skills in:

- Preparing a business plan for shellfish aquaculture;
- Identifying business success and failure factors;
- Finding information and integrating it into each element of the business plan;
- Identifying business risks and management strategies;
- Analyzing the business environment of shellfish aquaculture;
- Preparing a production management plan;
- Preparing basic financial statements; and
- Integrating team motivation and management into the business.

Modules:

Module 1: Pre-Planning. Is Shellfish Aquaculture the Business for You?

Module 2: Creating a Shellfish Aquaculture Business Plan

Module 3: Managing Risk in a Shellfish Aquaculture Business

Module 4: Shellfish Aquaculture Business Mission and Goals

Module 5: Business Environment of Shellfish Aquaculture and Business Structure Options

Module 6: Shellfish Aquaculture Production and Operations – Site and Set-up

Module 7: Financial Planning and Control for a Shellfish Aquaculture Business

Module 8: Human Resources Plan and Community Context of a Shellfish Aquaculture Business

Prerequisites: At least **two** of the following:

- AQUA 551T: Shellfish Nursery Systems
- AQUA 553T: Shellfish Growout Systems
- AQUA 564T: Clam Beach Seeding – Enhancing Productivity
- AQUA 556T: Shellfish Products And Marketing
- AQUA 568T: Shellfish Harvesting, Processing And Food Safety

Evaluation: Students will be evaluated through a combination of attendance; participation in and completion of group and classroom exercises, and written examinations.