

**J. Sargeant Reynolds Community College
Course Content Summary**

Course Prefix and Number: HRT 285

Credits: 3

Course Title: Management of a Horticultural Business

Course Description: Studies the business and selling practices, which relate to wholesale and retail horticultural businesses, including garden centers, greenhouses, nurseries, and flower shops. Examines planning and layout, suppliers, merchandising, maintenance, and display of horticultural items. Accounting and bookkeeping requirements, personnel management and hiring practices will also be examined. Lecture 2 hours. Laboratory 2 hours. Total 4 hours per week.

General Course Purpose: This class will satisfy three (3) elective credits in the Horticulture Technology AAS degree. Many students graduate and go on to start a business of their own, or need more business management skills for their employer. This course will introduce students to common business practices as they relate to managing a horticultural business. Main focuses will be landscape contracting, landscape maintenance, and plant production.

Course Prerequisites and Co-requisites:

None

Student Learning Outcomes:

Upon completing the course, the student will be able to

- a. Prepare a business plan for select horticultural businesses;
- b. Identify supporting agencies for business development;
- c. Recognize the importance of business culture;
- d. Explain the need for any business to make a profit; and
- e. Justify business structure and business model.

Major Topics to Be Included:

- a. Staffing and human resources
- b. Communication
- c. Leadership
- d. Employee motivation
- e. Business culture
- f. Information systems
- g. Strategic planning
- h. Time management
- i. Delegation of authority

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