

Discipline: Agriculture	Sub-discipline: Environmental Horticulture
General Course Title: Horticulture Business Management	Min. Units: 3 Semester
Proposed Suffix: L	
<p>Course Description:</p> <p>This is an introductory class in business operations, skills, and processes appropriate to the horticulture industry in California. Emphasis will be placed upon laws/regulations, record keeping, budgeting, computer skills, professional organizations, cooperatives, merchandising, salesmanship, and communications.</p>	
Required Prerequisites or Co-Requisites ¹	
Advisories/Recommended Preparation ²	
<p>Course Objectives: <i>At the conclusion of this course, the student should be able to:</i></p> <ul style="list-style-type: none"> • List the skills and knowledge needed for the successful operation of a nursery or floral enterprise • Explain how the floral / nursery industry is organized • Explain what licenses, permits, and certifications are required or available • Demonstrate basic computer skills • Manipulate software useful to horticulture and nursery enterprises • Demonstrate skills in sales and services, both wholesale and retail • Utilize merchandising strategies that apply to horticultural enterprises • Demonstrate supervision skills • Demonstrate business communication skills • Explain the role of professional organizations and co-ops in horticulture • Demonstrate retail merchandising and display skills • Describe laws and regulations that effect horticulture enterprises • Demonstrate how to maintain production records and financial accounts • Demonstrate skills in interpersonal relations • Demonstrate office machine skills 	
<p>Course Content:</p> <ol style="list-style-type: none"> 1. Introduction to the floriculture and nursery industry <ol style="list-style-type: none"> A. Jobs available and background needed to obtain them B. Licenses, permits, and certificates required, recommended, or available C. How the industry is organized in California D. Laws and regulations that affect the horticulture industry E. How laws are made, interpreted, and enforced in California F. Affiliated industries 2. Computer applications in managing a horticultural enterprise <ol style="list-style-type: none"> A. Computer basics B. Word processing C. Spread sheets D. Other software <p>Horticulture Business Management (Content Continued)</p>	

¹ Prerequisite or co-requisite course need to be validated at the CCC level in accordance with Title 5 regulations; co-requisites for CCCs are the linked courses that must be taken at the same time as the primary or target course.

² Advisories or recommended preparation will not require validation but are recommendations to be considered by the student prior to enrolling.

3. Sales and Service
 - A. Wholesale sales and brokering
 - B. Retail sales - florist
 - C. Retail sales - nursery
 - D. Skills related to salesmanship
 - E. Communication styles and biases
 - F. Public image and personal appearance

4. Merchandising strategies
 - A. Merchandising techniques for retail florists
 - B. Merchandising techniques for retail nurseries
 - C. Display work and silent sales techniques
 - D. Pricing and costing product

5. Marketing
 - A. Advertising
 - B. Market research

6. The role of professional organizations and cooperatives
 - A. Professional organizations for nursery, floriculture, and Floristry
 - B. Wire services
 - C. Other professional organizations
 - D. Cooperatives and buying co-ops

7. Elements of supervision
 - A. One way and two way communications
 - B. Language barriers
 - C. Techniques to enhance communications on the job
 - D. Organizing and delegating
 - E. Praising and correcting
 - F. Teaching techniques

8. Record Keeping
 - A. Business records and statements
 - B. Performance and cost analysis
 - C. Production records
 - D. Sales records
 - E. Business plans
 - F. Dealing with banks and financial institutions
 - G. Contracts and legal documents

9. Office Machine Skills
 - A. Adding machine
 - B. Fax machine
 - C. Telephones and systems
 - D. Copy machines
 - E. Cash registers

Laboratory Activities: Individual Laboratory Activities are designed to support course objectives.

Methods of Evaluation: Lecture
Comprehensive Quizzes and Exams
Written Critical Thinking Scenarios

Methods of Evaluation: Laboratory
Laboratory Skill Validation by Observation
Laboratory Projects and Reports

Problem Analysis and Solution Research and Term Papers	Laboratory Research Projects and Reports Laboratory Skill Practicum Exams
Typical Textbooks, Manuals, or Other Support Materials	
<p style="text-align: center;">Beener, Stephanie (2008) <u>How to Open & Operate a Financially Successful Florist and Floral Business Both Online and Off: With Companion CD – ROM</u> (ISBN-13: 978-1601381408)</p> <p>Reference:</p> <p>Colavito Markesich, Kim (2005) <u>Retail Florist Manual</u> Stanley, Jojn (2002) <u>The Complete Guide to Garden Center Management</u>, Ball Publishing (ISBN: 13: 978-1883052317) <u>Retail Flower Shop Operations</u> by Redbok Florist Services. Berninger, Louis (1982). <u>Profitable Garden Center Management</u>. Reston, VA (ISBN: 0-8359-5633-4). Avent, Tony (2003) <u>So You Want to Start a Nursery?</u> Timber Press Davidson, Mecklenberg, and Peterson (1999) <u>Nursery Management</u> 4/E. (ISBN: 978-0138579968).</p>	
Statewide Articulation: Transfers as lower division elective.	
FDRG Lead Signature:	Date:
Mark E. Bender, PhD CSU Stanislaus	
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