

Virginia Western Community College
HRT 285
Management of a Horticulture Business

Prerequisites

None.

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. **Lecture 2 hours. Laboratory 2 hours. Total 4 hours per week.**

Semester Credits: 3 Lecture Hours: 2 Lab/Clinical/Internship Hours: 2

Required Materials**Textbook:**

Nursery Management Administration and Culture. ISBN 0138579962

Other Required Materials:

None.

Course Outcomes

At the completion of this course, the student should be able to:

- Develop sound business practices
- Understand the principles of commercial plant production
- Demonstrate skills needed in basic plant culture and merchandising
- Development of applied management skills and human relations

Topical Description

- Historical Perspective
- Financial Management
- Laws, Codes and Regulatory Agencies
- Applied Management
- Selection of Business Sites
- Wholesale Marketing
- Retail Marketing
- Soils, Nutrition and Water

- Container Production
- Field Production
- Modifying Plant Growth
- Pest Management
- Greenhouse Crops
- Horticultural Structures
- Shipping Green Goods

Notes to Instructors

- None