

**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, and nurseries. 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, 4<sup>th</sup> edition. ISBN 0138579962

**Other Required Materials:**

None.

**Course Outcomes**

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

- Develop a basic understanding of sound business practices
- Understand the principles of commercial nursery plant production
- Demonstrate skills needed in basic plant culture and merchandising
- Development of basic 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