

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: none required

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 basic principles of commercial nursery plant production
- Demonstrate skills needed in basic plant culture and merchandising and marketing nursery crops
- Development of basic management skills and human relations

Topical Description

- Resume development project
- 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

The following is located in W217 cabinets for instructor and student reference:
Horticulture Industry Periodicals

Resource for course content

Nursery Management Administration and Culture, 4th edition. ISBN 0138579962

[ADA Statement](#) (PDF)

[Title IX Statement](#) (PDF)