

SOUTHEAST COMMUNITY COLLEGE
COURSE SYLLABUS
ADVANCED TECHNOLOGIES & SKILLED TRADES
Horticulture & Turfgrass Management Program
Revision Date: August 2020

I. CATALOG DESCRIPTION

Course Number: HORT 1216
Course Title Horticulture Business Management
Prerequisite(s):

Introduction to management principles in horticulture. Various topics will be discussed that are crucial to the management of a horticultural based business. Students will discuss the start-up of a horticultural based business and the financial knowledge needed to run such a business.

Credit Hours: 3.0
Class Hours: 45
Lab Hours:
Total Contact Hours: Total of Class + Lab 45

II. COURSE OBJECTIVES: *Course will:*

1. explain business start-up components
2. demonstrate effective management skills
3. identify business structures
4. discuss advantages and disadvantages of various business structures
5. explain the bidding process for landscape jobs
6. assess the use of cash flows and budgets in the management of a horticultural based business

III. STUDENT LEARNING OUTCOMES AND GENERAL EDUCATION LEARNING OUTCOMES:

A. STUDENT LEARNING OUTCOMES: *Student will be able to:*

1. explain how to start a horticultural based business
2. identify the various types of business structures
3. assess the advantages and disadvantages of each type of business structure
4. prepare landscape/horticulture bids
5. prepare a cash flow and budget for their horticulture based business
6. demonstrate management habits in a horticulture situation

B. GENERAL EDUCATION LEARNING OUTCOMES

GELO #3: Critical Thinking & Problem Solving

Critical thinkers have the ability to evaluate a problem or assumption and determine an appropriate course of action. They use reason and evidence to make judgments and decisions. Critical thinking and problem solving skills rank highly among employer expectations.

Outcomes:

- 1) Synthesize information to arrive at reasoned solutions to problems.

IV. CONTENT/TOPICAL OUTLINE (*course outline may provide more detailed information*)

- A. Horticultural Business start-up components
- B. Business legal structures
- C. Financial Management of a Horticulture business discussing cash flows, budgets, and the bidding process
- D. Management Skills

- A. (topic)
 - 1. (Sub-topic)

V. INSTRUCTIONAL MATERIALS

- A. **Required Text(s):** No Text Required
- B. **Other Resources:**

VI. METHODS OF PRESENTATION/INSTRUCTION

- A. Methods of presentation typically include a combination of the following:
 - 1. Presentation methods will include but not be limited to lecture, demonstrations, practice activities, and over-the-shoulder supervision.
 - 2. Lab assignments and projects designed to promote effective horticulture management skills.

VII. METHODS OF EVALUATION

- A. Methods of evaluation typically include a combination of the following:
 - 1. Quizzes, tests, and exams
 - 2. Skills tasks
 - 3. Attendance
 - 4. Daily participation
 - 5. Record keeping
 - 6. Project

SCC STANDARD GRADING SCALE POLICY:

A+ 95-100	C+ 75-79
A 90-94	C 70-74
B+ 85-89	D+ 65-69
B 80-84	D 60-64
	F Below 60

VIII. SPECIFIC COURSE REQUIREMENTS:

- 1. Achieve passing grad of 60% or higher, based on SCC grading scale
- 2. Complete all projects, assignments, learning exercises, and any additional assignments required by instructor