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. It is helpful to take Small Business Management (BUS 165) before this course. Lecture 2 hours. Laboratory 2 hours. Total 4 hours per week.

General Course Purpose

This course will provide the horticulture student with the opportunity to examine typical wholesale and retail businesses within the horticulture industry such as garden centers, greenhouses, florist shops and nurseries. Students will gain insight into management topics, lay-out and design, as well as plant selection and care.

Course Objectives

The student should be able to:

- Compare and contrast the various types of horticultural businesses.
- Outline and define a business management strategy for a horticultural business.
- Identify those trade resources which relate to ordering and purchase of plant materials, equipment and supplies for a horticultural business.
- Explain various approaches to minimizing losses of perishable merchandise.

Major Topics to be Included

- Establishing a business.
- Business organization.
- Layout and design of a business.
- Selection and maintenance of plant materials.
- Merchandising, display and advertising.
- Pricing strategies.
- Personnel and hiring and training practices.
- Mechanization.
- Pitfalls of business ownership.