

Common Course Outline
HORT 125
Horticulture Business Management
3 Semester Hours

The Community College of Baltimore County

Description

Horticulture Business Management

Studies the business practice associated with the horticulture industry; covers business communication, accounting and record keeping, career opportunities, governmental and legal regulations, business plan development, labor relations.

Prerequisite: (ENGL 051 or LVE 1) or (ESOL 051 or LVE 1), (RDNG 051 or LVR 1), (MATH 081 or LVM 1), or consent of the instructor

Overall Course Objectives

Upon completion of this course the student will be able to:

- A. write a cover letter and resume for a horticulture job.
- B. identify important accounting procedures utilized by horticulture businesses.
- C. explain how to develop a business plan through the Small Business Administration.
- D. identify the governmental requirements associated with the horticulture industry.
- E. explain proper business etiquette and communication techniques.
- F. identify different methods of writing business contracts.
- G. explain how to establish horticulture business policy guidelines.
- H. evaluate the relationship between personal style and behaviors as they impact personal and professional goals.

Major Topics

- 1. Professional Business and Communication Practices
- 2. Aspects of Professional Letter Writing and Composing a Professional Resume.
- 3. Legal Terminology associated with Owning a Small Business
- 4. How to Develop a Business Plan
- 5. Methods of Bidding and Contracting
- 6. Using Library Resources to Complete Course Assignments

Course Requirements

Grading/exams: Grading procedures will be determined by the individual faculty member, but will include the following:

- 1. Quizzes
- 2. Exercises/Synopsis
- 3. Attendance and Participation