

Common Course Outline
HORT 125
Horticulture Business Management
3 credits

Community College of Baltimore County

Description

HORT 125 – 3 credits - Horticulture Business Management introduces the student to the business practices associated with the horticulture industry, covering governmental and legal regulations, business plan development, accounting and record keeping, business communication, labor relations and horticultural career opportunities.

3 credits; 3 lecture hours per week

Prerequisites: ACLT 052, MATH 081

Overall Course Objectives

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

1. identify the governmental regulations associated with the horticulture industry;
2. develop a business plan using resources from the Small Business Administration;
3. explain proper business etiquette and communication techniques;
4. explain how to establish horticulture business policy guidelines;
5. identify important accounting procedures utilized by horticulture businesses.;
6. identify different methods of writing business contracts;
7. using the Myers-Briggs Type Indicator, evaluate the relationship between personal style and behaviors as they impact personal and professional goals; and
8. compose a cover letter and a resume for a horticultural position.

Major Topics

- I. Professional business and communication practices
- II. Aspects of professional letter writing
- III. Composing a professional resume
- IV. Legal terminology associated with owning a small business
- V. How to develop a business plan
- VI. Methods of bidding and contracting

Course Requirements

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

1. 10 Quizzes
2. 10 Writing Exercises
3. Project: Development of a Business Plan
4. Participation

Other Course Information

This course is a Horticulture Program core course and is a required course for the Horticulture A.A. S. Degree.

Date Revised: 05/25/2011