

COURSE OUTLINE**Revision:** S. Skamser May 2008

DEPARTMENT:	Hospitality and Service Occupations
CURRICULUM:	Landscape and Environmental Horticulture
COURSE TITLE:	Nursery Operations
COURSE NUMBER:	LHO 112
TYPE OF COURSE:	Vocational Preparatory
COURSE LENGTH:	1 Quarter
CREDIT HOURS:	3
LECTURE HOURS:	22
LAB HOURS:	22
CLASS SIZE:	25
PREREQUISITES:	None

Course Description:

Examine the world of retail and wholesale nursery operations. Gain an inside look through field trips to local nurseries. Learn the basic methods of business operations and apply these skills in the school retail garden center.

Explore the world of retail and wholesale nursery operations. Gain an inside look through field trips to local nurseries. Examine nursery business methods and apply them in the retail garden center.

May 2008

Student Learning Outcomes Addressed:

1. Communication – Read and listen actively to learn and communicate with customers, managers and co-workers. Speak and write effectively for personal, academic and career pursuits.
2. Computation – Use arithmetic and other basic mathematical operations as required for employment in a nursery.
3. Human Relations – Use social interactive skills to work in groups effectively. Use these skills with customers, managers and co-workers. Recognize the diversity of cultural influences and values. An understanding of the differences in how to interact with individuals.
4. Technology – Select and use appropriate technological tools for personal, academic and career advancement.
5. Personal Responsibility – Be motivated and able to continue learning and adapt to change. Value one's own skills, abilities, ideas and art. Take pride in one's work and completion of any given task.
6. Information Literacy – Access and evaluate information from a variety of sources and contexts. Continue to pursue information to achieve personal, academic and career goals.

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General Course Objectives:

At the end of the course the student will:

1. Understand customer service, plant maintenance, pricing, marketing and merchandising strategies.
2. Understand purchasing, inventory levels and controls, as well as how seasonal cycles of the nursery industry affect these.
3. Be familiar with the retail and wholesale nursery industry.
4. *Understand business practices of the retail and wholesale nursery.*
5. *Understand the role of nurseries as educators of current trends and practices the landscape industry.*
6. Acquire safety, leadership and work ethics knowledge.

Topical Outline:

	<u>Approx. Hours</u>
I. Introduction to the nursery industry (includes field trips)	8
II. <i>Green practices in the retail and wholesale nursery</i>	2
III. Plant maintenance in the nursery/garden center	4
IV. Merchandising, pricing, display, etc.	4
V. <i>Marketing and trends</i>	3
VI. Information and training	3
VII. Customer service	3
VIII. Supervision and employee relations	2
IX. Seasonal cycles	4
X. Purchasing	3
XI. Inventory levels and controls	3
XII. <i>Pests management in the nursery</i>	3
XIII. Nursery evaluation	1
Total	44

Revised by: Sarah Skamser
Date: May 2008