

Section I: Course Description

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Department: Landscape Horticulture (LHO)

Division: Hospitality & Service
Occupations

Curriculum: Landscape and Environmental
Horticulture

Revision: V. Bobbitt

Course Title: Small Business Management For
Horticulture

Effective Date: February 2004

Course Number: LHO250

Status: Active

Type Of Course: Vocational Preparatory

Course Length: 1 quarter

Credit Hours: 3

Lecture Hours: 33

Lab Hours: 0

Class Size: 25

Prerequisites: None

Course Description

Learn how to organize and operate a horticulture-related small business. Topics include the legal forms of business organization, sources of financing, licenses and permits, marketing, customer service, bookkeeping requirements, legal considerations, insurance, and business plans.

Section II: Student Learning Outcomes

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Student Learning Outcomes

1. Personal Responsibility - Able to adapt to change.
2. Information Literacy - Use information from a variety of sources.

Section III: Course Objectives

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General Course Objectives

At the end of this course the student will be able to:

1. Identify and demonstrate knowledge of the basic principles of small business.
2. Explain the components for a business plan.
3. Keep various types of records for business performance.
4. Evaluate various financial packages.
5. Describe the form required for business and licenses.

Section IV: Course Outline

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Topical Course Outline

TOPICAL OUTLINE

APPROX HOURS

| | | |
|------|--|----|
| I. | Introduction - what's an entrepreneur | 2 |
| II. | Proprietorship, partnership or corporation | 2 |
| III. | Management skills and forms | 8 |
| IV. | Measuring business performance and record keeping requirements. | 10 |
| V. | Business finance, credit and vendor relations | 5 |
| VI. | Licenses and taxes | 3 |
| VII. | Business ethics and public relations | 3 |
| | Total | 33 |