



COURSE SYLLABUS

PO Box 30, 50 College Road NE
Supply, North Carolina 28462
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COURSE: HOR 273 HORTICULTURE MANAGEMENT AND MARKETING

HOURS: Lecture: 3 Lab: 0 Shop/Clinical: 0 Credits: 3

COURSE DESCRIPTION:

This course covers the steps involved in starting or managing a horticultural business. Topics include financing, regulations, market analysis, employer/employee relations, formulation of business plans, and operational procedures in a horticultural business. Upon completion, students should be able to assume ownership or management of a horticultural business.

PREREQUISITE(S): None

COREQUISITE(S): None

TEXTBOOK(S) & OTHER SPECIAL REQUIREMENTS:

No Text

STUDENT LEARNING OUTCOMES:

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

1. Demonstrate at least five tactics to utilize in order to display merchandise and increase sales.
2. Discuss five components of marketing that are integral to the “green” industry.
3. Explain at least five modifications to product management due to handling a living product.
4. Complete a finished version of a resume to the satisfaction of the instructor.
5. Identify five different interview questions that anyone should be able to answer in an interview.
6. Match investment vocabulary to its appropriate definition with 70% accuracy.
7. Define at least 20 shipping terms from a vocabulary list.
8. Discuss various ethical situations that arise in business to the satisfaction of the instructor.
9. Provide at least five reasons to utilize the Small Business Development Center when starting a new business.
10. Identify at least five entities that an individual may be involved with when starting a business.
11. Identify at least five important concepts to successful customer service.
12. List at least seven questions an individual should ask himself when deciding whether he should start his own business.

SYLLABUS INFORMATION:

The Student Learning Outcomes listed in this syllabus are those required actions that a student who successfully completes the course must be able to perform. The educational experience, however, is a two-way, interactive process involving both the student and the instructor. The student must play an active role in the learning process in order to be successful. Instructors will provide an Instructor's Syllabus at the first class meeting explaining how they measure each of the Student Learning Outcomes. A student who is unable to accomplish the outcomes will not receive a passing grade in the course.

The information in this BCC Syllabus may not be accurate beyond the current semester. Textbooks and other course materials are subject to change. Students should verify the textbooks at the first class meeting with their instructor prior to purchasing.

GRADING SYSTEM:

Brunswick Community College employs a system of letter grades and corresponding quality points per grade to evaluate a student's performance in meeting the stated goals and objectives for each course. The grading system is published in the BCC Catalog and Student Handbook.

ATTENDANCE POLICY:

Each student has individual responsibility for attending class regularly and for meeting course objectives. A student is expected to attend all class meetings in a course. Rules on tardiness and leaving class early are addressed in each instructor's syllabus. Instructors are required to record absences and report excessive absenteeism to the Registrar.

If a student is absent for any reason in excess of 20 percent of the class hours, he or she is in violation of the Brunswick Community College attendance policy. Unless the student officially withdraws from the course prior to the 65 percent point of the 16 week semester (or equivalent days for courses of other duration), he or she may receive a grade of "F."

Students who receive an "EXCESSIVE ABSENTEEISM NOTICE" are advised to contact their instructors immediately to review the conditions for withdrawing from the course or for continuing the course.

STUDENTS WITH DISABILITIES:

Brunswick Community College complies with the Americans with Disabilities Act and Section 504 of the Rehabilitation Act, which require that no qualified student with a disability be excluded from participation in or be denied the benefits of any services, programs or activities on the basis of his or her disability. If a student has a disability that is covered by the Americans with

Disabilities Act and requires accommodations in the classroom and/or in extracurricular activities, the student must request the accommodations in writing and submit the request to the Disability Services Coordinator. Instructors will not provide accommodations without notification from the Disability Services Coordinator. Brunswick Community College will make every effort to provide reasonable accommodations.