

I. Catalog Description and Credit Hours:

Principles and policies associated with a for-profit garden center enterprise. Three lectures. (3)

II. Prerequisites:

AO 120 (Plant Science)

III. Objectives of the Course:

- a. Understand the objectives of a for-profit horticulture enterprise.
- b. Understand basic applications of accounting and finance protocols for a horticulture enterprise.
- c. Understand applications of merchandising and marketing of a horticulture enterprise.
- d. Understand the daily operations and daily issues of a horticulture enterprise.

IV. Expectations of Students:

- a. Read required material prior to class attendance and be prepared to discuss it fully and intelligently.
- b. Actively participate in class discussion.
- c. Meet all announced deadlines for assignments.
- d. Appropriate performance on examinations.
- e. Read appropriate supplementary materials.

V. Course Content:

Topic	Lecture(s)
<i>Going into Business:</i>	3 Weeks
Introduction, History of the Industry	
Location & Market	
Site Selections and Layout	
Organizational Structure	
Product Mix and Services/ Image	
Energy Conservation and Safety	
Exam I	
<i>Merchandising and Marketing:</i>	4 Weeks
Seasonal Variations in Trade	
Public Relations and Advertising	
Signs, Promotions, and Selling Aids	
Pricing	
Sales Areas, Flow and Displays	
Exam II	
<i>Financial Planning and Management:</i>	4 Weeks
Balance Sheets and Income Statements	
Profit and Loss/ Record Keeping	
Cash Flow	
Payroll	
Inventory	
Financial Ratios, Break Even Analysis	
Buying and Selling a Business	
Credit, Loans and Financing	
Labor and Production Costs	
Exam III	
<i>Daily Operations and Management:</i>	4 Weeks

Communications
Management Styles
Family Conflicts
Interviews
Hiring and Training
Laws and Codes/ Grades & Standards/ Shipping and Receiving
Plant Maintenance and Water Quality

Exam IV

Final Exam

VI. Textbook and References:

Stanley, J. 2002. The Complete Guide to Garden Center Management. Ball Publishing.

VII. Basis for Student Evaluations:

Four Examinations	40%
Final Examination	20%
Classroom Exercises	40%

Grading Scale: 100-90 (A), 80-89 (B), 70-79 (C), 60-69 (D), less 60 (F)

Attendance:

While attendance per se can not be required of students, there are consequences associated with absences and policies governing excused- and non-excused absences. The official statement about attendance, derived from the Undergraduate Bulletin, may be accessed at: <http://www.semo.edu/bulletin/pdf/2006Bulletin.pdf>.

Academic Honesty:

The Undergraduate Bulletin defines academic dishonesty as "...those acts which would deceive, cheat, or defraud so as to promote one's scholastic record...", and states that "[v]iolations of academic honesty represent a serious breach of discipline and may be considered grounds for disciplinary action, including dismissal from the university".

The official statement about academic honesty, including plagiarism, may be accessed at: <http://www.semo.edu/bulletin/pdf/2006bulletin.pdf>. Additional information may be accessed at: <http://www6.semo.edu/judaffairs/>

Civility and Harassment:

Judicial Affairs is responsible for addressing such matters and that information is available at: <http://www6.semo.edu/judaffairs/>

Disabilities:

Diversity in all its forms merit the respect of the faculty, and this applies equally to students with disabilities. While it is the responsibility of the student to inform the faculty of any physical or learning disabilities, the faculty should inform the students that there are policies and services available to them. Students may obtain official information about disabilities from Learning Assistance and Disability Support Services, located at: <http://www.semo.edu/cs/services/lec.htm>.