

Course Code: HRT 257

Course Title: Horticultural Business Management

Department: Agricultural Technologies

Effective Date: Summer 2026

PCS Code: 1.2 - Occupational/Technical Instruction

CIP Code: 01.0605

Repeatability: 0

Credit Hours

Catalog Notation: 3-0-3

Credit Hour Distribution:

Lecture: 3

Lab: 0

Clinical: 0

Total: 3

General Course Information

Catalog Description

Provides current and future managers of landscaping businesses the opportunity to understand the latest methods of combining resources to operate successful businesses. Emphasis is on crew/team management and financial issues, including pricing materials, project bidding, and estimating.

General Course Objectives

Students will understand the primary issues to consider in starting and managing a horticulture business, including the decision-making process in combining human, material, and financial resources. Students will be able to calculate the estimated costs of materials and labor to formulate several different methods of bids for potential customers. Students will have an overall view of scheduling and installation processes needed to facilitate landscape project management. Students will be able to formulate a business plan applicable to any horticultural enterprise.

Minimum Placement Levels

English	Reading	Math
Placement out of ENG 098	Placement out of CCS 098	Placement out of MAT 060

Prerequisites

None

Methods of Evaluation

The minimum number of evaluation methods include: 8 homework assignments, 4 quizzes, 1 presentation, 1 business plan, and 1 final exam.

Instructional Materials and Additional Supplies

None.

Course Content

General Learning Outcomes (GLOs)

- Critical Thinking and Information Literacy: Students will demonstrate the ability to evaluate perspectives, evidence, and implications, and to locate, assess, and use information effectively.
- Reasoning and Inquiry: Students will demonstrate the ability to solve problems using deductive reasoning and logic, quantitative reasoning, or the scientific method.

Course Segments and Student Learning Outcomes

Course Segment	Learning Outcomes	Lecture Hours	Lab Hours	Clinical Hours
Starting a Landscape Business	1. List factors to consider when starting a business. 2. Evaluate business location factors. 3. Evaluate sources of capital.	6	0	0
Financial Resources	1. Prepare a balance sheet. 2. Prepare an income statement. 3. Prepare a cash flow budget.	6	0	0
Human Resources	1. Explain the most important factors in hiring employees. 2. Design a training program for employees. 3. List and explain the factors used to supervise employees. 4. Design a work schedule for employees.	10	0	0
Labor Analysis and Pricing	1. Explain the retail price method. 2. Explain the cost-plus method. 3. List and explain the use of forms used in labor management.	6	0	0
Pricing Materials	1. Compile costs of materials. 2. Calculate standard mark-up prices. 3. Calculate the cost-plus percentage prices.	9	0	0
Bidding and Estimating	1. Calculate the cost of landscape projects. 2. Calculate the cost of plants and crops for floral, nursery, and garden center businesses.	8	0	0

Total Contact Hours

Lecture Hours	Lab Hours	Clinical Hours
45	0	0