

Piedmont Technical College Course Syllabus

COURSE INFORMATION

Course Prefix/Number: HRT 200

Title: Horticulture Business Management

Responsible Division: Industrial Division

Last Day to Withdraw from this Course: For the last date to withdraw from this course, consult the current *Student Calendar*.

Course Description:

For course, credit hour, pre-requisite(s) and co-requisite(s) information, visit the Detailed Course Information page: www.ptc.edu/courses/HRT200.

Textbook and Other Materials:

For textbook information and additional required and/or supplemental materials, visit the [college bookstore](http://www.ptc.edu/bookstore) (www.ptc.edu/bookstore).

Proctored Examinations:

Proctored examinations for distance learning courses taken at non-PTC campuses may require a proctoring fee for each exam taken.

COURSE POLICIES

Course policies are available online through the *Academic Catalog* and *Student Handbook*. Visit the [Course Policies page](http://www.ptc.edu/syllabus/policies) (www.ptc.edu/syllabus/policies) for a detailed list of important policies and more information.

GRADE POLICY

Detailed grading policy information can be found on the [Grading Policy webpage](http://www.ptc.edu/grading-policy) (http://www.ptc.edu/grading-policy). Final grade appeal information is available in the [Academic Catalog](http://www.ptc.edu/catalog/) (http://www.ptc.edu/catalog/).

ACCOMMODATIONS

Accommodations for ADA:

Information is available on the [Student Disability Services webpage](http://www.ptc.edu/ada) (<http://www.ptc.edu/ada>).

TITLE IX HARASSMENT AND SEXUAL ASSAULT INFORMATION

In accordance with Title IX of the Education Amendments of 1972, Piedmont Technical College does not discriminate on the basis of sex in its education programs or activities. Title IX protects students, employees, and applicants from sex discrimination in admissions and employment to include discrimination based on gender identity or failure to conform to stereotypical notions of masculinity or femininity. More information regarding Title IX, including contact information for the Title IX coordinators, is available at [Title IX Harassment and Sexual Assault Information](https://www.ptc.edu/about/legal-disclosures/title-ix-harassment-and-sexual-assault-information) (<https://www.ptc.edu/about/legal-disclosures/title-ix-harassment-and-sexual-assault-information>).

RATIONALE

Why do I need this course?

Horticulture businesses, especially landscape related ones, are relatively easy to start due to low initial investment requirements. However, many landscape businesses quickly fail due to poor management practices. It is critical for horticulture entrepreneurs to understand the process to start a new company as well as manage finances, personnel, and logistics. This course offers a foundation in business practices that are specific to the horticulture industry. A key component of this course will be learning the formulas for pricing horticulture products such as plants and horticulture services such as lawncare, irrigation installation, landscape installation, hardscape installation, etc.

PROGRAM INFORMATION

For program information including required courses, program learning outcomes, gainful employment information and advisement information, refer to the Academic Program webpage. Go to [Academics](http://www.ptc.edu/academics) (<http://www.ptc.edu/academics>), select your program, and then select Credentials Offered.

COURSE STUDENT LEARNING OUTCOMES

Upon successful completion of this course and/or clinical, each student will be able to:

- Review the pros and cons of the primary business structures.
- Summarize a step-by-step process for starting a horticulture business as a sole proprietor or a single member LLC.
- Demonstrate the ability to estimate job costs and perform landscape take-offs that account for direct costs, overhead, and desired profit.
- Create and analyze balance sheets, income statements, and cash flow reports.
- Develop and manage budgets.
- Summarize commonly used financial ratios.
- Review tax requirements and responsibilities of a small horticulture business owner.

GENERAL EDUCATION COMPETENCIES

Piedmont Technical College General Education Competencies for All Graduates:

This course may address one or more of the following General Education Competencies (assessment will be stated when applicable):

Communicate effectively.

Assessment:

N/A

Apply mathematical skills appropriate to an occupation.

Assessment:

N/A

Employ effective processes for resolving problems and making decisions.

Assessment:

N/A

Demonstrate the basic computer skills necessary to function in a technological world.

Assessment:

N/A

To validate proficiency in the general education competencies, students in some programs will be tested using Work Keys.