Section I: Course Description

Department: Landscape Horticulture (LHO)  Division: Hospitality & Service Occupations
Curriculum: Landscape and Environmental Horticulture  
Course Title: Small Business Management For Horticulture  
Course Number: LHO250  
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

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

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.
4. Evaluate various financial packages.
5. Describe the form required for business and licenses.

Section IV: Course Outline

Topical Course Outline
<table>
<thead>
<tr>
<th>TOPICAL OUTLINE</th>
<th>APPROX HOURS</th>
</tr>
</thead>
<tbody>
<tr>
<td>I. Introduction - what’s an entrepreneur</td>
<td>2</td>
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<tr>
<td>II. Proprietorship, partnership or corporation</td>
<td>2</td>
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<tr>
<td>III. Management skills and forms</td>
<td>8</td>
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<tr>
<td>IV. Measuring business performance and record keeping requirements.</td>
<td>10</td>
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<tr>
<td>V. Business finance, credit and vendor relations</td>
<td>5</td>
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<tr>
<td>VI. Licenses and taxes</td>
<td>3</td>
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<tr>
<td>VII. Business ethics and public relations</td>
<td>3</td>
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<tr>
<td>Total</td>
<td>33</td>
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