

Section I: Course Description

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Department: Landscape Horticulture (LHO)

Division: Hospitality and Service Occupations

Curriculum: Landscape and Environmental Horticulture

Revision: S. Skamser

Course Title: Nursery Operations

Effective Date: June 2000

Course Number: LHO112

Status: Active

Type Of Course: Vocational Preparatory

Course Length: 1 Quarter

Credit Hours: 3

Lecture Hours: 22

Lab Hours: 22

Class Size: 25

Prerequisites: None

Course Description

Examine the world of retail and wholesale nursery operations. Gain an inside look through field trips to local nurseries. Learn the basic methods of business operations and apply these skills in the school retail garden center.

Section II: Student Learning Outcomes

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Student Learning Outcomes

1. Communication - Read and listen actively to learn and communicate with customers, managers and co-workers. Speak and write effectively for personal, academic and career pursuits.
2. Computation - Use arithmetic and other basic mathematical operations as required for employment in a nursery.
3. Human Relations - Use social interactive skills to work in groups effectively. Use these skills with customers, managers and co-workers. Recognize the diversity of cultural influences and values. An understanding of the differences in how to interact with individuals.
4. Technology - Select and use appropriate technological tools for personal, academic and career advancement.
5. Personal Responsibility - Be motivated and able to continue learning and adapt to change. Value one's own skills, abilities, ideas and art. Take pride in one's work and completion of any given task.
6. Information Literacy - Access and evaluate information from a variety of sources and contexts. Continue to pursue information to achieve personal, academic and career goals.

Section III: Course Objectives

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General Course Objectives

At the end of the course the student will:

1. Understand customer service, plant maintenance, pricing, marketing and merchandising strategies.
2. Understand purchasing, inventory levels and controls, as well as how seasonal cycles of the nursery industry affect these.
3. Be familiar with the retail and wholesale nursery industry.
4. Acquire safety, leadership and work ethics knowledge.

Section IV: Course Outline

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Topical Course Outline

Topical Outline:

	Approx. Hours
I. Introduction to the nursery industry (includes field trips)	8
II. Plant maintenance in the nursery/garden center	
III. Merchandising, pricing, display, etc.	5
IV. Marketing	4
V. Information and training	3
VI. Customer service	4
VII. Supervision and employee relations	4
VIII. Seasonal cycles	4
IX. Purchasing	4
X. Inventory levels and controls	3
XI. Nursery evaluation	1
Total	44