

PST-1400: GARDEN CENTER AND NURSERY MANAGEMENT

Cuyahoga Community College

Viewing: PST-1400 : Garden Center and Nursery Management

Board of Trustees:

2018-05-24

Academic Term:

Fall 2021

Subject Code

PST - Plant Science/Landscape Tech.

Course Number:

1400

Title:

Garden Center and Nursery Management

Catalog Description:

An in-depth study of the management skills needed to successfully operate a garden center or a wholesale nursery growing establishment, including management of employees, inventory, suppliers, clients, and legal and regulatory environment. Emphasis placed on ensuring management practices are environmentally sustainable and use the most current technologies available.

Credit Hour(s):

3

Lecture Hour(s):

3

Lab Hour(s):

0

Requisites

Prerequisite and Corequisite

ENG-0995 Applied College Literacies, or appropriate score on English Placement Test; or departmental approval.

Note: ENG-0990 Language Fundamentals II taken prior to Fall 2021 will also meet prerequisite requirements.

Outcomes

Course Outcome(s):

Utilize management skills needed to successfully operate a garden center or wholesale nursery-growing establishment.

Essential Learning Outcome Mapping:

Critical/Creative Thinking: Analyze, evaluate, and synthesize information in order to consider problems/ideas and transform them in innovative or imaginative ways.

Objective(s):

1. Describe the factors that differentiate the garden center and nursery grower from the landscape contractor.
2. Explain the importance of business's social responsibility.
3. Explain the various forms of business ownership.
4. Explain the purpose and styles of management.
5. Know and apply general accounting and finance principles in business.
6. Explain the nature and purpose of business research.
7. Explain the importance of the marketing concept and how marketing benefits business and consumers.
8. Explain the impact of business law and the legal system.
9. Examine the regulatory environment on the production and sale of live plant goods.
10. Design a "Point of Purchase" display for a particular product.
11. Evaluate the factors involved in product selection.
12. Discuss the factors involved in managing employees in the green industry including legal guest workers from other countries.
13. Locate resources for additional information and assistance within the industry.

Course Outcome(s):

Create a sustainability plan for a garden center or nursery grower location that ensures compliance with state and national clean water regulations, pollution controls, and pesticide regulations.

Objective(s):

1. Describe stormwater management techniques.
 2. Describe soil conservation laws as they apply to the garden center/nursery business.
 3. Examine potential uses of alternative energy in the garden center/nursery.
 4. Explain the Clean Water Act and its impact on the garden center and nursery industry.
 5. Discuss the use of fertilizers, pesticides, and herbicides in garden center/nurseries.
 6. Explain methods for capturing and reusing water in a garden center/nursery.
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Methods of Evaluation:

1. Quizzes
2. Midterm exam
3. Final exam
4. Take-home evaluations

Course Content Outline:

1. Garden centers
 - a. Retail market
 - b. Understanding clients
 - c. Interpreting the market trends
 - d. Competing against big box stores
 - e. Partnering with local community
2. Wholesale growers
 - a. Selling to the retail market
 - b. Re-wholesale
 - c. Selling to landscape contractors
 - d. Managing inventory
 - e. Setting market trends
3. Regulations on live plants
 - a. State licensure and certifications
 - b. Inspections
 - c. Quarantines
 - d. Seller and purchaser responsibilities
4. Sustainability
 - a. Clean Water Act
 - b. Erosion
 - c. Run off
 - d. Fertilizer use
 - e. Pesticide use
 - f. Herbicide use
 - g. Petroleum based products
 - h. Using alternative energy
 - i. Capturing and reusing water
 - j. Stormwater management
5. Point of purchase
 - a. Designing for impact
 - b. Using for increased sales
6. Product selection
 - a. Understanding plant market trends
 - b. Creating demand
 - c. Understanding unique selections
 - d. Value added products or services
7. Employee management

- a. Skilled labor vs. helping hands
- b. Year round labor vs. seasonal
- c. Workers compensation
- d. Benefits
- e. H2B Guest workers

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Resources

Avent, T. *So You Want to Start a Nursery*. 1st. Timber Press, 2003.

Wasnak, L. *How to Open Operate a Financially Successful Landscaping, Nursery, or Lawn Service Business*. 1st ed. Atlantic Publishing Company, 2009.

Stanley, J. *The Complete Guide to Garden Center Management*. 1st ed. Ball Publishing, 2002.

Davidson, H, Mecklenberg, R., Peterson, C. *Nursery Management: Administration and Culture*. 4th ed. Prentice Hall, 1999.

P. Nelson. *Greenhouse Operation and Management*. 7. Prentice Hall, 2011.

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