

## **Dakota College at Bottineau Course Syllabus**

### **Course Prefix/Number/Title:**

Hort: 281 Flowershop and Greenhouse Management  
Spring Semester 2011: 2 credits

### **Course Description:**

This course deals with owning and operation a retail flowershop or greenhouse/garden center. Objectives are to make students aware of business challenges and to help develop a marketing prospective that meets consumer demands today.

### **Course Objectives:**

This course will expose students to different business aspects of the floriculture industry. This course is used to present ideas on management of a retail flowershop, greenhouse/garden center. This course summarizes activities and jobs involved in the floriculture industry. This course examines how technology has affected the greenhouse and flowershop industries. This course develops marketing ideas that will continue to attract the downsizing baby boomers to our industry, and develop ideas that will reach the next generations that are not as drawn to nature.

### **Instructor:**

Diann Beckman

### **Office:**

Molberg Rm. 20

### **Office Hours:**

MWF 10:00-11:00  
Other hours by arrangement

### **Phone:**

701-228-5442

### **Email:**

[diann.beckman@dakotacollege.edu](mailto:diann.beckman@dakotacollege.edu)

### **Lecture/Lab Schedule:**

Lecture – 9:00-10:00 MW

### **Textbook(s):**

#### **Retail Florist Manual**

Kim Colavito Markesich  
Stipes Publishing 2005  
ISBN 1-58874-393-4

#### **Establishing and Operating a Garden Center**

#### **Requirements and Costs**

Natural Resource, Agriculture, and Engineering Service  
Cooperative Extension 2002  
ISBN 0-935817-86-7

### **References**

Flowers Confidential by; Amy Stewart  
Florist Magazine  
Flowers And Magazine

Greenhouse Product News  
Greenhouse Manager Magazine  
Ball Seed "Guide to Retailing"  
The Retail Florist Business  
Floral Finance Magazine

**Course Requirements:**

Students will be required to; **find an article weekly from one of the periodicals produced throughout the industry. Many of these are available in the MSU-B library or can be found on-line.** Articles should pertain to business management or marketing, international issues involving flower or plant trade etc. Print the article and summarize it. Determine what you like or dislike about it and bring it to class for discussion each Wednesday. 5 points per week

**Students will be required to design a floor plan for a flowershop business or a greenhouse/garden center business. This project is due the Wednesday before finals. 100 points**

**Tentative Course Outline:**

**Week One**

Read pages 3-16 in the "Retail Florist Manual"  
Beginning a business and Shop layout

**Week Two**

Read pages 17-45  
Bookkeeping and Delivery

**Week Three**

Read Pages 45-52  
Business hours and Fixtures

**Week Four**

Read Pages 53-84  
Inventory, Wire Services, Promotion and Customers

**Week Five**

Read Pages 85-94 Employees  
Test Pages 1-94

**Week Six**

Read pages 95-138  
Specialization, Flower Identification, Flower Care and Handling, Floral Design and Sales Techniques

**Week Seven**

Read Pages 139-168  
Holiday designing, Weddings, Funerals, Purchasing and Pricing,  
Donations, summer, Suppliers and Organizations

**Week Eight**

Review

Test on pages 95-168

**Week Nine**

Read Pages 3-10 Establishing and Operating a garden center

**Week Ten**

Spring Break

**Week Eleven**

Read Pages 11-26

Site Consideration, Capital Investments, Product Mix, Financial Statements

**Week Twelve**

Test Pages 1-26

Read Pages 27-35 Managing Personnel and Customers

**Week Thirteen**

Read Pages 36-49 Customer Service and Merchandising

**Week Fourteen**

Field trip to Mohall and Minot Garden Centers

**Week Fifteen**

Read Pages 50-55

Ratio Analysis

**Week Sixteen**

Read Pages 56-66 Cost and depreciation charts for small, medium and large garden centers

**Week Seventeen**

Final Exam

**Grading Procedures**

100-90% = A, 90%-80% = B, 80%-70% = C, 70%-60% = D Below 60% = F

**Relationship to Campus Theme:**

Everything we do in the horticulture industry is based on Nature and the use of plants in their proper places. Through technology, we continue to develop new cultivars in order to satisfy our changing consumer base. We must constantly change so we will be able to attract the consumer of the future to our stores rather than the box stores. This course will also investigate into the good, bad and ugly of international commerce and trade issues that affect the horticulture industry.

**Classroom Policies:**

Students should come to class prepared to discuss the reading lessons for the week. Much of this class will be discussion of current events that pertain to the text

**No Texting!!!!!!!!!!**

Lap tops are welcome as they will give you access to current event topics through the Society of American Florists, Telaflora and FTD websites.

**Academic Integrity:**

Students are expected to work independently unless we are having in class discussion.

Marketing articles are expected every Wednesday. They will not be accepted if turned in late.

**Disabilities and Special Needs:**

Students need to notify me of any assistance that may be required due to disabilities or special needs within the first week of class.