Dakota College at Bottineau Course Syllabus

Course Prefix/Number/Title:
Hort: 281 Flowershop and Greenhouse Management
Spring Semester 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

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 draw a floor plan for a flowershop business or a greenhouse/garden center business. This project is due the Wednesday before finals. 100 points
There will be four lecture tests worth 100 points each

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
Cell phones should be off.
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.