

HORT 273
Horticulture Marketing & Management

Credit: 3 hours

Text: *The Complete Book of Business Plans*, Covello & Hazelgren

Materials needed: 3-ring binder, paper

Instructor: Dewayne Krege

Phone: 733-0151 ext. 1407

Room /Office number: 407

Office hours: By appointment

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Course Description: This course covers the steps involved in starting or managing a horticultural business. Topics include financing, regulations, employer/employee relations, formulation of business plans, and operational business procedures. Upon completion, students should be able to assume ownership or management of a horticultural business.

Prerequisites: None

Course Objective:

1. Understand the concepts of financing as they relate to a horticultural business.
2. Formulate a written business plan.
3. Develop the skills necessary to recognize opportunities.

Grading: Class exercises, quizzes, notebooks, projects, tests, and a final exam will determine each student's grade. Make-up work is due within one week of returning to school. It is the responsibility of each student to find out what he/she missed. Final grades will be determined as follows:

Quizzes/projects	25%
Notebook	25%
Tests	50%

A = 93-100

B = 85-92

C = 77-84

D = 70-76

F = Below 70

Everyone is expected to attend class. See Mr. Krege before and after any expected absence.