

ABOUT THE PROGRAM

Horticulture Business Management is an excellent career choice for people who love plants and want to make a good living working with them. Plant growing and care skills are an excellent complement to horticultural plant marketing and sales, plant business management and potentially horticultural business ownership. The plant growing industry is always in need of capable managers. The Horticulture Business Management ITS program is designed to give students a strong background both in the principles of plant growth, production and care, as well as how to communicate with employees, coworkers and customers. Marketing, business structures promoting profitability, common business practices and small business norms are addressed to help assure the plant knowledge gained in the program can be put to practical use in your future horticulture based profession.

PROGRAM OUTCOMES

- Communicate as a horticulture professional.
- Analyze growing media.
- Diagnose plant health.
- Apply the principles of plant science.
- Understand how horticulture sales relate to consumer environments.
- Gain business management skills.
- Develop team building and people management skills.
- Expand your ability to propose practical and sustainable solutions to plant based business.

CAREER AND EDUCATION ADVANCEMENT OPPORTUNITIES

LTC credits transfer to over 30 universities. For more information visit gotoltc.edu/future-students/transfer.

ADMISSION AND PROGRAM ENROLLMENT STEPS

- Submit online application.
- Verify that your official transcripts (high school and other colleges) are on file from your Horticulture Technician application.
- Complete the online Student Success Questionnaire.
- Ensure enrolled in or graduate of Horticulture Technician program.
- Schedule a Program Advising Session with your assigned advisor to plan your first semester schedule, review your entire plan of study, discuss the results of the Student Success Questionnaire.

APPROXIMATE COSTS

- \$136.50 per credit tuition (WI resident) plus \$8.10 per credit student activity fee. \$10 per credit online or hybrid fee. Material fee varies depending on course. Other fees vary by program. Visit gotoltc.edu/financial-aid/tuition-and-fees for details.

FINANCIAL AID

This program is eligible for financial aid. Visit gotoltc.edu/Financial-Aid or talk with your Advisor about how to apply for aid.

SPECIAL NOTE

Terms 1 and 2 of this curriculum completes the Horticulture Technician technical diploma. Terms 3 and 4 include select courses from other curriculums that provide knowledge and skills for this emphasis. Terms 3 and 4 have the option for several online courses as well as in-person options.

CONTACT

Don Geiger, Program Advisor
920.693.1378 • donald.geiger@gotoltc.edu

Catalog No.	Class Title	Credit(s)
Term 1		
10001110	Horticulture Introduction	3
10001112	Plants in Summer and Fall	3
10001115	Culinary Plants - Fall	1
10001148	Plant Communities of Wisconsin	3
10001172	Landscape Maintenance	3
10001113	Landscape Installation	3
		16
Term 2		
10001132	Plants in Winter and Spring	3
10001116	Culinary Plants - Spring	1
10001120	Greenhouse & Nursery Production	3
10001121	Landscape Design Studio	3
10001123	Site & Soil Analysis	3
10001149	Sustainable Landscape & Water Mgmt	3
		16
Term 3		
10001174	Horticulture Internship 1	1
10196189	Teambuilding and Problem-Solving	3
10102110	Introduction to Business	3
10809198	Introduction to Psychology	3
10804123	Math with Business Applications OR 10806112 Principles of Sustainability	3
10801196	Oral/Interpersonal Communications	3
		16
Term 4		
10001175	Horticulture Internship 2	1
10196193	Human Resource Management OR 10101131 Business Accounting	3
10104102	Principles of Marketing	3
10809195	Economics OR 10809196 Introduction to Sociology	3
10801195	Written Communications	3
		13
		TOTAL 61

Curriculum and Program Acceptance requirements are subject to change. Program start dates vary; check with your advisor for details. The tuition and fees are approximate based on 2019-2020 rates and are subject to change prior to the start of the academic year.



CULINARY PLANTS - FALL...introduces students to fall culinary plant production through the maintenance of summer vegetables in the field and raised beds, and through fall plantings. Garden cleanup, soil enhancing practices, and hoop house production will be explored; planting of winter crops will be conducted. Season-extension techniques, vegetable-storage techniques, and harvesting crops for winter forcing will be practiced with familiar and exotic crops.

CULINARY PLANTS - SPRING...introduces students to winter vegetable production, planning for the summer season, and spring work in the greenhouse, garden, and hoop house. Students will produce crops for harvest in the heated greenhouse, force winter vegetables, develop a planting plan, harvest vegetables from the unheated hoop house, and learn about different production methods (organic versus sustainable versus conventional).

ECONOMICS...provides participant with an overview of how a market-oriented economic system operates, and it surveys the factors which influence national economic policy. Basic concepts and analyses are illustrated by reference to a variety of contemporary problems and public policy issues. Concepts include scarcity, resources, alternative economic systems, growth, supply and demand, monetary and fiscal policy, inflation, unemployment and global economic issues. COREQ: 10838105 Intro Reading & Study Skills or Reading placement assessment equivalent or CONDITION: 610062 Agribusiness/Fin Basic prog adms met

GREENHOUSE AND NURSERY PRODUCTION...provides the student with the knowledge and skills for horticultural production. Students implement efficient, cost-effective, and sustainable methods of horticultural production in the greenhouse, in a variety of other horticulture-related structures, as well as in field scenarios. PREREQUISITES: 10001112 Plants in Summer & Fall and 10001110 Horticulture Intro

HORTICULTURE INTERNSHIP 1...Provides a broad variety of specific occupational experiences in the horticultural industry. Students work with faculty to develop an internship plan and identify, coordinate, and evaluate learning experiences appropriate to the field of study and major career focus of the student. PREREQUISITES: 10001120 Greenhouse & Nursery Production and 10001123 Site & Soil Analysis

HORTICULTURE INTERNSHIP 2...provides a broad variety of specific occupational experiences in the horticultural industry. Students work with faculty to develop an internship plan and identify, coordinate, and evaluate learning experiences appropriate to the field of study and major career focus of the student. PREREQUISITES: 10001120 Greenhouse & Nursery Production and 10001123 Site & Soil Analysis

HORTICULTURE INTRODUCTION...engages the learner through instructor-led interactive research and presentation while exploring plant growth, development, and ecology; plant classification; plant health care; horticultural crops and production; the horticulture industry and related careers; and principles of design and design implementation.

HUMAN RESOURCE MANAGEMENT...applies the skills/tools necessary to effectively value and apply employees' abilities and needs to organization goals. Learners will demonstrate the application of the supervisor's role in contemporary human resources management, impacts of EEOC, writing job descriptions, recruitment, selection, conducting job interviews, orientation, developing policies/procedures, training, performance management, employee counseling/development, and effective use of compensation and benefit strategies.

INTRODUCTION TO BUSINESS...provides an introduction to the world of business from both the organizational and managerial viewpoint. It examines areas of business including the business environment, business formation, planning, operations, accounting, marketing, human resource management, and building effective teams.

INTRODUCTION TO PSYCHOLOGY...introduces students to a survey of the multiple aspects of human behavior. It involves a survey of the theoretical foundations of human functioning in such areas as learning, motivation, emotions, personality, deviance and pathology, physiological factors, and social influences. It directs the student to an insightful understanding of the complexities of human relationships in personal, social, and vocational settings. PREREQUISITE: Reading placement assessment equivalent or COREQUISITE: 10838105 Intro to Reading and Study Skills

LANDSCAPE DESIGN STUDIO...provides the learner with strategies to develop and apply a structured approach to designing landscape space. Fundamentals of the design process are applied including basic site analysis, plan development and detailing, proper plant selection, landscape graphic conventions, and client interactions. Both manual drafting and CAD software are used for design communications. Property lines, topography, site planning, hardscapes, planting plans, and section view graphics are covered.

LANDSCAPE INSTALLATION...investigates and implements landscape construction techniques including the proper and safe use of landscape tools, plan reading and interpretation, site management, proper planting, and the installation of landscape features. Potential projects include landscape plantings, mixed material patios, retaining walls, water features, sustainable landscape elements, rain gardens, roof gardens, wooden structures, etc. The course will also introduce basic estimating and contracting standards.

LANDSCAPE MAINTENANCE...assists the learner in identification and implementation of appropriate cultural practices while dealing with challenges in the landscape, including pruning techniques, insect/disease/abiotic problems; pesticides; turf issues; and resolving situations in the field. Course includes production, installation, maintenance, and harvest of edible and ornamental plants. PREREQUISITES: 10001110 Horticulture Introduction

MATH WITH BUSINESS APPLICATIONS...covers real numbers, basic operations, linear equations, proportions with one variable, percents, simple interest, compound interest, annuity, apply math concepts to the purchasing/buying process, apply math concepts to the selling process, and basic statistics with business/consumer applications. PREREQUISITE: 10834109 Pre-Algebra or Math placement assessment equivalent and COREQUISITE: 10838105 Intro Reading and Study Skills or Reading placement assessment equivalent or CONDITION: 610061 Agribusiness/Agronomy Basic program admissions requirements met

ORAL/INTERPERSONAL COMMUNICATIONS...provides students with the skills to develop speaking, verbal and nonverbal communication, and listening skills through individual speeches, group activities, and other projects. COREQUISITE: 10838105 Intro Reading and Study Skills or Reading placement assessment equivalent

PLANT COMMUNITIES OF WISCONSIN...enables the student to experience the diversity of the native plant communities throughout the Lakeshore region of Wisconsin and beyond. This course will involve extensive plant and plant community identification and analysis in the field, as well as native plant community design, restoration and preservation best practices.

PLANTS IN SUMMER AND FALL...explores ornamental and weedy, woody, and herbaceous plant identification, biology and culture/management through outdoor and indoor applied activities. The course activities focus on plants encountered in interior and outdoor landscaping as well as ornamental and food production in eastern Wisconsin and the Midwest. This is the fall and summer focused course of a two-course series that complements Plants in Winter and Spring.

PLANTS IN WINTER AND SPRING...explores ornamental and weedy, woody, and herbaceous plant identification, biology and culture/management through outdoor and indoor applied activities. The course activities focus on plants encountered in interior and outdoor landscaping as well as ornamental and food production in eastern Wisconsin and the Midwest. This is the winter and spring focused course of a two-course series that complements Plants in Summer and Fall. PREREQUISITE: 10001112 Plants in Summer and Fall

PRINCIPLES OF MARKETING...introduces the student to the consumer decision process model, the bases used to segment a market, basic concepts about goods, services, and ideas, the nature of supply chain and distribution, integrated marketing communications, and the stages of the product life cycle and their impact on the marketing mix.

SITE AND SOIL ANALYSIS...guides students through site analysis with evaluation of physical, biological, water, and cultural resources to determine landscape development potentials and sensitivities. Analyzes interactions of plants with soil dynamics and examines physical, chemical, biological and management characteristics of both healthy and resilient as well as degraded but renewable soils.

SUSTAINABLE LANDSCAPE AND WATER MANAGEMENT...approaches sustainable landscape management from a practical goal-based outlook and implements management and supervisory strategies for "triple bottom-line" sustainability (Environment, Economic, and Social). Special attention will be paid to green infrastructure and integrated management practices for Sustainable Landscapes and Stormwater Management. Project based management opportunities will enable students to practice and employ best management practices. PREREQUISITE: 10001172 Landscape Maintenance and COREQUISITE: 10001121 Landscape Design Studio

TEAM BUILDING & PROBLEM SOLVING...applies the skills and tools necessary to facilitate problem solving in a team environment. Each learner will demonstrate the application of the benefits and challenges of group work, necessary roles in a team, stages of team development, different approaches to problem solving, consensus, a systematic process of problem definition, data acquisition, analysis, developing alternative solutions, solution implementation, and evaluation.

WRITTEN COMMUNICATIONS...teaches the writing process, which includes prewriting, drafting, revising, and editing. Through a variety of writing assignments, the student will analyze audience and purpose, research and organize ideas, and format and design documents based on subject matter and content. Keyboarding skills are required for this course. It also develops critical reading and thinking skills through the analysis of a variety of written documents. PREREQUISITE: 10831103 Intro to College Wrtg or Writing placement assessment equivalent and COREQUISITE: 10838105 Intro Rdg & Study Skills or Reading placement assessment equivalent