

J. Sargeant Reynolds Community College
Course Content Summary

Course Prefix and Number: HRT 225

Course Title: Nursery and Garden Center Management

Credits: 3

Course Description

Covers aspects of nursery management, including culture, plant handling, and facilities layout. Discusses aspects of garden center management, including planning and layout, purchasing, product selection, marketing, merchandising, and display. Lecture 2 hours. Laboratory 2 hours. Total 4 hours per week.

General Course Purpose

This course is designed to introduce students to the decision making process for establishing a wholesale or retail nursery or garden center in the Central Virginia area.

Course Prerequisites/Corequisites (*Entry-level competencies **required** for enrollment*)

none

Course Objectives

Upon completing the course, the student will be able to:

Know the history of the nursery industry

Be aware of the different production systems available

Compare and contrast field grown material versus container grown material

Start a small business in Virginia

Be aware of the resources available for a plant growing business

Major Topics to be Include

Propagation Systems and irrigation

Production Systems

Media selection and plant nutrition for container-grown plants

Soil and Nutrition for field-grown plants

Marketing of products

Starting a Small Business in VA

Proper pruning and Pest Control in a production nursery

Effective Date: September 1, 2008