LANDSCAPE BUSINESS MANAGEMENT — LAHT 2505

A. Course Description

- Credits: 3.00
- Lecture Hours/Week: 3.00
- Lab Hours/Week: 0.00
- OJT Hours/Week: 0
- Prerequisites: None
- Corequisites: None
- MnTC Goals: None

This course is the overview of the requirements needed for successful management of a horticulture business. Subject include personnel management, basic concepts of consumerism, pricing, and distribution, sales, and government issues.

B. Course Effective Dates: 1/12/15 – Present

C. Outline of Major Content Areas

  As noted on course syllabus

D. Learning Outcomes

1. Analyze target market types.
2. Describe process of successful personal salesmanship.
3. Develop a marketing strategy.
4. Explain OSHA and Right-to-Know issues governing the workplace.
5. Explain basic business laws and regulations.
6. Explain basic employer / employee issues.
7. Explain business ownership formation types
8. Explain business start-up procedures and process.
9. Explain how to do sales volume forecasting.
10. Explain the elements of business financing.
11. Explain the types and importance of market research.
12. Explain types of public relations.

E. Minnesota Transfer Curriculum Goal Area(s) and Competencies

F. Learner Outcomes Assessment
As noted on course syllabus

G. **Special Information**

None noted