

Horticulture Technology-Specialization in Business and Entrepreneurship

Associate of Applied Science

Program Coordinator: Ben Casteel • OTC 206 • 276-739-2441

Length: Four semesters (two years)

Purpose: The Horticulture Industry is one of the fastest growing industries in the VHCC service region. The Horticulture Technology Specialization: Business and Entrepreneurship program is designed to prepare students for employment or ownership in the horticulture industry or a related field. The specialization is designed to provide training for those who are currently working in the field and wish to improve their knowledge and skills. Students will not only develop skills applicable to nursery and garden center management, but they will also develop interpersonal and business management skills.

Occupational Objectives: Graduates of the program are prepared for managerial/supervisory or ownership level positions in the horticulture industry. These areas include greenhouse and nursery management, garden center operation, sales and marketing, and related industries.

Program Requirements: The curriculum is designed to integrate courses in nursery management, greenhouse management, turf management and related areas, general education, and electives. Students are advised to follow the curriculum as outlined in the College catalog and consult with their faculty advisor or counselor in planning their programs and selecting electives. Students planning to transfer should explore opportunities with their faculty advisor or counselor. Upon satisfactory completion of the four-semester curriculum, the student will be awarded an Associate of Applied Science Degree in Horticulture Technology – Specialization in Business and Entrepreneurship.

Course Number	Course Title	Lecture Hours	Lab Hours	Credits
First Semester (Fall)				
HRT 100	Introduction to Horticulture	2	2	3
BUS 100	Introduction to Business	3	0	3
HRT 207	Plant Pest Management*	2	2	3
ENG 111 or ENG 115	College Composition I or Technical Writing	3	0	3
EEE	Social Science Elective	3	0	3
SDV 101	Orientation to College Success	1	0	1
Total		14	4	16
Second Semester (Spring)				
CST 100	Public Speaking	3	0	3
BUS 116	Entrepreneurship	3	0	3
HRT 226	Greenhouse Management	2	2	3
HRT 231	Planting Design I*	2	2	3
EEE	Social Science Elective	3	0	3
Total		13	4	15
Summer Semester				
HRT 197 or 297	Cooperative Education	0	45	3
PED	Physical Education	0	2	1
Total		0	47	4

Course Number	Course Title	Lecture Hours	Lab Hours	Credits
Third Semester (Fall)				
HRT 225	Nursery and Garden Center Management	2	2	3
MTH 132	Business Mathematics	3	0	3
HRT 247 or BIO 215	Indoor Plants or Plant Life of Virginia	2	2-3	3
BIO 101	General Biology	3	3	4
HRT 259	Arboriculture	2	2	3
Total		12	9-10	16
Fourth Semester (Spring)				
MKT 100	Principles of Marketing	3	0	3
HRT 245	Woody Plants	2	2	3
HRT 275	Landscape Construction and Maintenance*	2	2	3
EEE	Humanities Elective	3	0	3
HRT 227	Professional Landscape Management	2	2	3
Total		12	6	15
Total Minimum Credits for AAS Degree				66

*Denotes a course with an industry-recognized credential.

Students are urged to follow the [recommended pathway](#) for this degree when choosing electives.

Additional approved humanities and social science electives are listed at <http://www.vhcc.edu/GenEdCore>.