Floriculture - 0145

Focus is on the floriculture industry including plant production, processing, marketing and principles of floral design. Students are often involved in a simulated floral shop on the school grounds. Interior plant scaping may also be included in this course.

HORTICULTURE

Practicing Horticulture Safety

Classifying Ornamental Plants

Supplying Nutrients to Floriculture Crops

Exploring the International Flower Market

Caring for Fresh Flowers and Foliage

Understanding the Principles of Floral Design

Understanding the Design Elements

Designing Corsages and Boutonnieres

Designing Basic Floral Work

Designing Centerpieces and Holiday Arrangements

Designing Wedding Pieces

Designing Sympathy Arrangements

Using Everlasting Flowers

Pricing Floral Design Work

Managing the Floral Shop

Installing Interior Plantscapes

Maintaining Interior Plantscapes

Developing Human Relations in the Workplace

Understanding Effective Communication Techniques

Identifying Effective Communication Techniques

Identifying Effective Speaking Techniques

Developing Goals

Obtaining Education for a Job

Identifying Occupational Competencies

Finding a Job

Applying for a Job

Writing a Resume and Letter of Application

Succeeding in a Job Interview

Understanding Conflicts and their Resolution

Establishing a Horticulture Business

Financial Management in the Horticulture Business

Selecting a Marketing Approach

Developing a Marketing Plan

Advertising and Displaying Horticulture Products

Marketing Floral Crops

Selling Floral Orders

AGRIBUSINESS MANAGEMENT

Understanding the Organization of an Agri-business

Preparing the Business Goals and a Plan

Establishing an Agribusiness

Understanding Personal Finances and Goals

Understanding the Concept of Borrowing Money

Determining Sources of Credit

Understanding Record Keeping