Course Syllabus

Department: Conservation / Horticulture

Date: February 11, 2013

I. Course Prefix and Number: HRT 130

   Course Name: Floriculture

   Credit and contact hours: 3 credit hours and 3 contact hours

   Catalog Description including pre- and co-requisites:
   This course deals with flower production, use, and merchandising. Special emphasis on production and forcing of flowers for holidays as well as floral arrangements. Practical greenhouse experience included. Pre-requisite: none

   Relationship to Academic programs and curriculum:
   This course is an elective for both the Horticulture AAS degree and the Certificate. This course may also be taken as an elective for students outside of the horticulture program.

II. Course Student Learning Outcomes:
   Upon the completion of this one semester course students will be able to:
   A. Describe the characteristics of select annuals, perennials, and flowering shrubs.
   B. Explain the process for ordering wholesale seeds, plugs and flowers.
   C. Demonstrate the design of specific styles of flower arrangements.
   D. Describe the basic principles of greenhouse management and florist shop operations.

   College Learning Outcomes Addressed by the Course:
   □ writing          □ computer literacy
   □ oral communications □ ethics/values
   □ reading          □ citizenship
   ✗ mathematics     □ global concerns
   □ critical thinking ✗ information resources

III. Assessment Measures (Summarize how the college and student learning outcomes will be assessed):

<table>
<thead>
<tr>
<th>List identified College Learning Outcomes(s)</th>
<th>Specific assessment measure(s)</th>
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<tbody>
<tr>
<td>Mathematics</td>
<td>Students will perform calculations for the units on pricing flower and calculating heat units needed for a greenhouse using conventional professional cost estimating and current pricing.</td>
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<td>Global Concerns</td>
<td>Students will research international floral production with a partial focus on the contribution to that area’s economy as well as the environmental components that cause that area to be best for production.</td>
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IV. Instructional Materials and Methods:

Types of Course materials:
- Text books
- In-class lectures and workshops developed by instructor that relate to the specific topic to be covered
- Visual images presented in class with study guides provided by instructor
- Library resources
- Cut flowers

Methods of instruction (e.g. Lecture, Labs, Seminars …):
- Lecture with handouts, power point, videos, and visual examples
- Demonstrations of plant materials and flower arranging
- Workshop of different chemical solutions to extend cut flower shelf life.
- Hands-on greenhouse projects

V. General Outline of Topics covered

a. Introduction to floriculture

b. Cut flowers
   i. NYS grown
      1. Field grown
      2. Cold Frame Grown
      3. Extending the harvest season
   ii. US grown
   iii. Imported

c. Florists techniques
   i. Arrangements
   ii. Pricing
   iii. Preservatives to extend shelf life
   iv. Marketing ideas and avenues

d. Container gardening
   i. Creative uses
   ii. Mixing edibles and ornamentals
   iii. Marketing

e. Floral production research
   i. Other areas of the US
   ii. Global
   iii. Compared and contrasted with NYS production