

HORTICULTURE BUSINESS MANAGEMENT, B.TECH.

Major Code: 1941

In combining the study of plant science and commercial business management at the baccalaureate level, the Horticulture Business Management degree program is the first of its kind in New York State. The purpose of this program is to provide students entering the horticulture industry with the necessary knowledge, skills, and training to own, manage or work in a commercial horticulture business operation.

Both nationwide and within New York State, horticulture is a healthy and dynamic industry that includes several divisions and branches such as Floriculture; Viticulture; Specialty Crop Production; Organic Fruit and Vegetable Production; Greenhouse and Nursery Production; Controlled Environment Agriculture (CEA); Landscape Development and Management; and Landscape Design. The educational objectives of the Horticulture Business Management are to ensure that successful BT candidates acquire all the scientific, technical, critical thinking, and managerial knowledge and skills pertaining to the field of horticulture.

The BT in Horticulture Business Management is consistent with the overall mission of SUNY Morrisville to cultivate the entrepreneurial context of education and to prepare its graduates for career opportunities in existing and emerging areas of agriculture and technology.

Student Learning Outcomes

Upon successful completion of this program, students will be able to:

- Secure entry-to mid-level professional positions in the horticulture industry including retail and wholesale nursery/greenhouse firms, retail garden centers, landscape businesses, food crop production, horticultural product development, and marketing firms.
- Assume leadership and supervisory positions in project management of horticultural and landscape endeavors.
- Establish and operate a business such as a garden center, farm, nursery, flower shop, landscape contracting or similar business.
- Apply problem-solving skills in greenhouse operations, crop production, flower shop operations, and landscape installation
- Utilize current technology, products and services to maximize business efficiency and success

Curriculum Requirements

A minimum of 122 credits is required for degree completion.

Code	Title	Credits
Major Field Requirements		
AGRO 110	Soil Science	3
BIOL 102	Botany-Form Function Seed Plt	3
BSAD 108	Business Law 1 (or as advised)	3
BSAD 112	Marketing (or as advised)	3
BSAD 116	Business Organization & Mgmt	3
ENSC 107	Integrated Pest Management	1
HORT 101	Plant Materials	3
HORT 103	Landscape Planning & Design I	3
HORT 106	Floral Design	3
HORT 108	Herbaceous Plant Materials	2

HORT 109	Landscape & Turf Management	3
HORT 110	Horticulture Practices I	2
HORT 150	Fruit & Vegetable Production	3
HORT 200	Greenhouse Management	3
HORT 201	Plant Propagation	3
HORT 202	Greenhouse Production	3
HORT 206	Sustainable Landscapes	3
HORT 210	Horticultural Practices II	2
HORT 241	Plant Protection	3
HORT 310	Horticultural Practices III	2
HORT 320	Horticulture Internship Orient	1
HORT 403	Planting Design	4
HORT 430	Horticulture Business Develop	3
HORT 440	Hort Business Internship	15
300-400 Upper Division Electives as advised		20
General Electives as advised		7-10

Required SUNY General Education Coursework

SUNY General Education Communication Written and Oral as advised 3-6

Select one of the following: 3

AGSC 137 Agricultural Statistics

SUNY General Education Mathematics as advised

SUNY General Education Diversity, Equity, Inclusion and Social Justice as advised 3

Additional SUNY General Education as advised 6

Select from the following categories: Humanities, Social Science, US History & Civic Engagement, World History & Global Awareness, World Languages

Total Credits 119-125

Suggested Course Sequence

Course	Title	Credits
Year 1		
Fall		
HORT 101	Plant Materials	3
HORT 109	Landscape & Turf Management	3
BIOL 102	Botany-Form Function Seed Plt	3
HORT 110	Horticulture Practices I	2
SUNY General Education Communication Written and Oral as advised		3
Credits		14
Spring		
HORT 108	Herbaceous Plant Materials	2
HORT 210	Horticultural Practices II	2
HORT 103	Landscape Planning & Design I	3
BSAD 116	Business Organization & Mgmt (or as advised)	3
HORT 150	Fruit & Vegetable Production	3
SUNY General Education as advised		3
Credits		16
Year 2		
Fall		
HORT 201	Plant Propagation	3
HORT 200	Greenhouse Management	3
ENSC 107	Integrated Pest Management	1
HORT 106	Floral Design	3
SUNY General Education as advised		3
Credits		13

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Spring		
HORT 241	Plant Protection	3
HORT 202	Greenhouse Production	3
AGRO 110	Soil Science	3
BSAD 108	Business Law 1 (or as advised)	3
HORT 206	Sustainable Landscapes	3
Credits		15
Year 3		
Fall		
HORT 310	Horticultural Practices III	2
SUNY General Education Mathematics as advised		3
BSAD 112	Marketing (or as advised)	3
SUNY General Education Elective and DEISJ as advised		5
300-400 Upper Division General Elective as advised		2
Credits		15
Spring		
HORT 430	Horticulture Business Develop	3
SUNY General Education as advised		6
Select from the following categories: Humanities, Social Science, US History & Civic Engagement, World History & Global Awareness, World Languages		
300-400 Upper Division General Electives as advised		7
Credits		16
Year 4		
Fall		
HORT 320	Horticulture Internship Orient	1
HORT 403	Planting Design	4
300-400 Upper Division General Electives as advised		10
Credits		15
Spring		
HORT 440	Hort Business Internship	15
Credits		15
Total Credits		119