DATE SUBMITTED
DATE DICL APPROVED 4/27/10
DATE LAST REVIEWED Oct. 7, 2009

CATALOG NO. AGBS 100

COURSE INFORMATION FORM

DISCIPLINE
Agribusiness

COURSE TITLE
The Green Industry – Introduction to Urban Agribusiness

CR.HR 3 LECT HR. 3 LAB HR. CLIN/INTERN HR. CLOCK HR. 

CATALOG DESCRIPTION
Survey of arboricultural, floricultural and ornamental horticulture occupations in the green industry.

PREREQUISITES
None

EXPECTED STUDENT OUTCOMES IN THE COURSE (ESO)
Upon completion of this course, the student will be able to:

1. Define the key principles involved in the specific areas of horticulture, including aeroculture, arboriculture, ornamental horticulture, landscape design, greenhouse production, nursery operation and turfgrass management.

2. Define the key principles involved in specific areas in the green industry of urban agribusiness.

3. Chart organizational name and address and explain membership requirements of the various trades, industry and professional associations in horticulture and the significance of each to the respective area.
GENERAL EDUCATION OUTCOMES (ESO)
Specify which general education outcomes, if any, are substantially addressed by the course. Numbers in parentheses identify the Expected Student Outcomes linked to the specific General Education Outcome.

PROGRAM-LEVEL OUTCOMES

CAREER AND TECHNICAL EDUCATION PROGRAM OUTCOMES
Specify which Career and Technical program outcomes, if any, are substantially addressed by the course by completing the “Career and Technical Education template” to show the relationship between course and program outcomes to assessment measures.

1. Students will increase familiarity with appropriate resources to advance knowledge and network within their field of employment or as entrepreneurs.
CLASS-LEVEL ASSESSMENT MEASURES

Student accomplishment of expected student outcomes will be assessed using the following measures. (Identify which measures are used to assess which outcomes.)

1. Written reports (Outcomes 1, 2)
2. A database of horticultural job skills and licensing requirements. (Outcomes 2, 3)
Individual instructors may order this outline as fits the needs of their individual courses. In addition, they may place more emphasis on some areas than on others. What is assured is that this particular list is covered in the course. Other topics may be added to a course as the instructor sees fit, and as time and interest allow. An *asterisk can be used to mark an item as optional.

I. Introduction of the relationships between plants and animals
   A. Discussion of the “Botany of Desire” does man control plants or do they control us?
   B. Development of New World agricultural practices through nineteenth century.

II. Historical overview of agriculture
   A. Development of world agricultural practices
   B. Development of New World agricultural practices through nineteenth century
   C. Significant advances in farming equipment, techniques, and economy
   D. Post WWII developments, including current trends in urban agribusiness

III. Exploration of careers in the contemporary green industry
   A. Botanical gardens, community gardens, other not-for-profit
   B. Options for entrepreneurs, including consumer supported agriculture
   C. Survey of local green industry businesses and internship opportunities

IV. Planning and organizing an agribusiness
   A. Importance of small businesses and niche markets in agribusiness
   B. Examination of financial matters including business plans, loans, and accounting

V. Examination of local resources available
   A. Counseling and employment office resources for students
   B. Professional memberships, networking groups and continuing education available