

**HORT 56 Course Outline as of Fall 2019****CATALOG INFORMATION**

Dept and Nbr: HORT 56            Title: ENTERPRISE PROJECT  
 Full Title: Horticultural Enterprise Project  
 Last Reviewed: 4/10/2023

Units	Course Hours per Week	Nbr of Weeks	Course Hours Total
Maximum 4.00	Lecture Scheduled 1.00	17.5	Lecture Scheduled 17.50
Minimum 2.00	Lab Scheduled 0	8	Lab Scheduled 0
	Contact DHR 9.00		Contact DHR 157.50
	Contact Total 10.00		Contact Total 175.00
	Non-contact DHR 0		Non-contact DHR 0

Total Out of Class Hours: 35.00

Total Student Learning Hours: 210.00

Title 5 Category: AA Degree Applicable

Grading: P/NP Only

Repeatability: 00 - Two Repeats if Grade was D, F, NC, or NP

Also Listed As:

Formerly:

**Catalog Description:**

In consultation with instructor, student will select a specific agricultural/horticultural crop, commodity, or product and develop an enterprise project, using resources at District or other locations (with instructor's consent). Projects involve field experience in production and management techniques, marketing methods, and eventual sale of the chosen agricultural/horticultural crop, commodity, or product.

**Prerequisites/Corequisites:**

Completion or concurrent enrollment in HORT 70 OR HORT 71 OR HORT 72 OR HORT 91 OR HORT 93

**Recommended Preparation:**

Eligibility for ENGL 100 or ESL 100

**Limits on Enrollment:**

Instructor consent needed for approval of use of District resources.

**Schedule of Classes Information:**

Description: In consultation with instructor, student will select a specific agricultural/horticultural crop, commodity, or product and develop an enterprise project, using resources at District or other locations (with instructor's consent). Projects involve field

experience in production and management techniques, marketing methods, and eventual sale of the chosen agricultural/horticultural crop, commodity, or product. (P/NP Only)  
 Prerequisites/Corequisites: Completion or concurrent enrollment in HORT 70 OR HORT 71 OR HORT 72 OR HORT 91 OR HORT 93  
 Recommended: Eligibility for ENGL 100 or ESL 100  
 Limits on Enrollment: Instructor consent needed for approval of use of District resources.  
 Transfer Credit: CSU;  
 Repeatability: Two Repeats if Grade was D, F, NC, or NP

**ARTICULATION, MAJOR, and CERTIFICATION INFORMATION:**

<b>AS Degree:</b>	<b>Area</b>	Effective:	Inactive:
<b>CSU GE:</b>	<b>Transfer Area</b>	Effective:	Inactive:
<b>IGETC:</b>	<b>Transfer Area</b>	Effective:	Inactive:
<b>CSU Transfer:</b>	Transferable	Effective: Spring 2003	Inactive:
<b>UC Transfer:</b>		Effective:	Inactive:

**CID:**

**Certificate/Major Applicable:**  
 Certificate Applicable Course

**COURSE CONTENT**

**Student Learning Outcomes:**

- At the conclusion of this course, the student should be able to:
1. Apply production and marketing skills for a specific agricultural/horticultural crop, commodity, or product.
  2. Compile accurate records of field experience in production and management techniques, marketing methods, and eventual sale of agricultural/horticultural crops, commodities, or products.

**Objectives:**

- Upon successful completion of this course the student will be able to:
1. Investigate the feasibility of producing and marketing a specific agricultural/horticultural crop, commodity, or product.
  2. Calculate facilities needed and square footage required for production.
  3. Operate appropriate tools and equipment safely and correctly.
  4. Develop production methods for a particular crop, commodity, or product.
  5. Manage production through the life cycle of the individual crop, commodity, or product.
  6. Compile accurate records of all related processes and expenses.
  7. Develop a marketing plan for the production and sale of crop or commodity.
  8. Prepare a statement of income and expenses for an agricultural/horticultural enterprise.

**Topics and Scope:**

- I. Scope of project
  - A. Crop/commodity/product selection

- B. Business plan
- C. Budget
- II. Project implementation
  - A. Purchasing supplies
  - B. Growing/raising/producing the crop/commodity/product
  - C. Maintenance & care or cultivation
  - D. Marketing and closing of sale
- III. Final analysis
  - A. Income and expense statement
  - B. Comparison of budget and operating statements
  - C. Project analysis
    - 1. Reasons for changes
    - 2. Reasons for successes/failures
    - 3. Suggestions for future enterprises

**Assignment:**

1. Prepare a project plan, including commodity proposed, quantity or size of the project, facilities required, projected market, and commodity management plan.
2. Write a marketing plan for commodity production and sale.
3. Implement cultural or production plan utilizing the resources available at Shone Farm or another location.
4. Write a project analysis report (5 pages max.).
5. Prepare a final statement of project income and expenses.

**Methods of Evaluation/Basis of Grade:**

**Writing:** Assessment tools that demonstrate writing skills and/or require students to select, organize and explain ideas in writing.

Project plan; marketing plan, and project analysis report.	Writing 20 - 30%
<b>Problem Solving:</b> Assessment tools, other than exams, that demonstrate competence in computational or non-computational problem solving skills.	
Plan implementation, project analysis report, income/expense statement	Problem solving 30 - 40%
<b>Skill Demonstrations:</b> All skill-based and physical demonstrations used for assessment purposes including skill performance exams.	
Field work, crop growth, harvest, sale	Skill Demonstrations 30 - 40%
<b>Exams:</b> All forms of formal testing, other than skill performance exams.	
None	Exams 0 - 0%

**Other:** Includes any assessment tools that do not logically fit into the above categories.

None

Other Category  
0 - 0%

**Representative Textbooks and Materials:**

Instructor prepared materials.