PLSC 410
Nursery Production & Management
Spring 2007

Instructor:

Dr. William Klingeman
Ellington PSB 259
Office hours: by appointment

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E-mail: wklingem@utk.edu

PS 410 Lectures: TBD (2005 Schedule: Tues. & Thurs. 12:40-1:55pm)

Course Description & Syllabus:

Required Text & Readings:

*Nursery Management, Administration and Culture*, 4th edition
Davidson, Mecklenberg, & Peterson

Selected On-Reserve readings (in PDF format): On-Line through the AgVet Library

The objectives of the course are to provide basic familiarity with:

1. Processes of financing, designing & implementing a nursery business
2. Structures & equipment required for a nursery operation
3. Principles of nursery crop culture
4. Principles of advertising, marketing & sales of nursery products
5. Effective supervision & principles of personnel management
6. Principles of production integrated pest management (IPM) & business risk assessment
7. Labor, business, & quarantine regulations affecting Green Industry operations

Lecture Topics: *(Topic order & content are subject to change during the semester)*

The main topics of the course include:

- Brief historical overview of the U.S. nursery industry
- Financing & Green Industry economics
- Fundamentals of nursery site selection, design and development
- Principles of nursery production and cropping systems
- Container ornamental plant production
- Soilless media substrates
- Field and pot-in-pot/alternative production of ornamental plants
- Fertilization and nutrition for nursery stock
- Irrigation for Green Industry operations
- Propagating & pruning nursery stock
- Overwintering nursery stock
- Harvesting, storage and shipping of nursery products
- Advertising, marketing & the Internet
- Management skills & effective supervising
- Personnel, labor management, & the culture of seasonal labor
- Labor laws & business certification
- Pesticides, safety & risk management
- Weed management, phytosanitation, and nursery IPM
Grading Scale (%):

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>≥ 97</td>
<td>A+</td>
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<tr>
<td>90-96</td>
<td>A</td>
</tr>
<tr>
<td>87-89</td>
<td>B+</td>
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<tr>
<td>80-86</td>
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<td>C+</td>
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<td>67-69</td>
<td>D+</td>
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<tr>
<td>60-66</td>
<td>D</td>
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<td>≤ 59</td>
<td>F</td>
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A typical semester assignment & exam breakdown:

<table>
<thead>
<tr>
<th>Quizzes, Exams, &amp; Assignments</th>
<th>Point Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 100 (Percentage) Point Exams</td>
<td>200</td>
</tr>
<tr>
<td>1 100 Point Term Paper</td>
<td>100</td>
</tr>
<tr>
<td>1 100 Point Final Exam</td>
<td>100</td>
</tr>
<tr>
<td>Class Attendance, Participation &amp; Discussion</td>
<td>50</td>
</tr>
<tr>
<td>5 10 Point Pop Quizzes</td>
<td>50</td>
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<tr>
<td>Alt. * 100 Point 5-Page Report</td>
<td>100</td>
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</tbody>
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TOTAL SEMESTER POINTS 500

*Make-up quizzes/exams will not be provided excepting extenuating circumstances.*

With prior instructor approval, an *alternative assignment* may be undertaken that may satisfy performance or attendance deficiencies.

**Disability Statement:** Students who have a disability that require accommodations should make an appointment with the Office of Disability Services (974-6087) to discuss their specific needs as well as schedule an appointment with me.