



## Tennessee Specific Industry Certification Horticulture Science Content Area Resource

This Tennessee Specific Industry Certification (TSIC) resource will provide additional guidance as you prepare your horticulture science instructional materials. The general knowledge and skill topics are provided as a guide for developing lessons and lab activities that lead to deeper understanding of content. The list of sample terms are just that, a list of sample terms that will be helpful to build the student's knowledge base for this content area.

### General knowledge and skill topics for: **Business Principles**

- Use financial terms with professionals and to make informed business decisions.
- Explain and demonstrate the use of cash and non-cash receipts
- Impact and types of fix cost associated with an enterprise.
- Develop a verity of competitive pricing strategies.
- Compare and contrast different business models
- Evaluate balance sheets and physical resources of a company to determine the financial resources available for business activities.
- Calculate a profit and loss from a crop or project.
- Explain the general business and recordkeeping skills necessary to manage a horticultural business
- Develop a horticulture business plan
- Summarize the basic management operations of a horticulture nursery
- Describe the principles of marketing as it relates to the horticulture industry.
- Factors that influence horticulture markets
- Calculate expenses related to the application of pesticides, fertilizers or other horticulture chemicals.
- Soft skills required for gainful employment at different career levels/jobs.
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### Sample terms associated with content area:

- |                               |                                    |
|-------------------------------|------------------------------------|
| ○ Accounts                    | ○ Current assets                   |
| ○ Achievements                | ○ Current liabilities              |
| ○ Agronomist                  | ○ Current Ratio                    |
| ○ Assets                      | ○ Equity                           |
| ○ Balance sheet               | ○ Expenses                         |
| ○ Botanist                    | ○ Financial statement              |
| ○ Business description        | ○ Fixed cost                       |
| ○ Capital expenditures budget | ○ Forester                         |
| ○ Cash receipt and expenses   | ○ General partnership              |
| ○ Cash-flow budget            | ○ Genetic Modified Organism (GMO)s |
| ○ Cash-flow statement         | ○ Gross profit                     |
| ○ Cash-on-hand                | ○ Gross revenue                    |
| ○ Commodity                   | ○ Gross sales                      |
| ○ Competitive strategy        | ○ Horticulturist                   |
| ○ Cooperative                 |                                    |



## Tennessee Specific Industry Certification Resource Topics and Terms

- Inventory control,
- Income statement
- Inventory
- Liabilities
- Limited liability company (LLC)
- Location analysis
- Marginal revenue
- Marginal sales
- Marketing plan
- Net Income
- Net Loss
- Net profit
- Net Worth
- Non-cash receipts and expenses
- Non-current assets
- Occupational Safety and Health Administration
- Olericulture
- Operating budget
- Overhead cost
- Pomology
- Production schedule
- Professionalism
- Profit and loss statement
- Quality and location
- Retail
- Retained earnings
- Retained earnings statement
- Revenue & expense statement
- Revenues
- Service for hire
- Single-entry budget
- Small business
- Sole proprietorship
- Supply and demand
- Total cost
- Variable cost
- Vermiculture
- Viticulture
- Wholesale
- Wholesale Specialty
- Working Capital