

Lesson C2–9

Managing the Landscape Business

Unit C. Nursery, Landscaping, and Gardening

Problem Area 2. Residential Landscape Design

Lesson 9. Managing the Landscape Business

New Mexico Content Standard:

Pathway Strand: Agribusiness Systems

Standard: I: Employ leadership skills to accomplish goals and objectives in an AFNR business environment.

Benchmark: I-C: Apply management skills to accomplish general business activities from production to public relations.

Performance Standard: 1. Identify management types. 2. Identify organizational structures. 3. Identify time management techniques. 4. Make business agreements. 5. Follow local, state, and federal regulations and appreciate the consequences of not following them. 6. Recruit, train and evaluate human resources.

Student Learning Objectives. Instruction in this lesson should result in students achieving the following objectives:

1. Define the landscape industry.
2. Describe the difference between a landscape designer and a landscape architect.
3. Identify the duties of a landscape contractor.
4. Identify the duties of landscape maintenance people.
5. Describe the use of computers in the landscape industry.

List of Resources. The following resources may be useful in teaching this lesson:

Recommended Resources. One of the following resources should be selected to accompany the lesson:

Biondo, Ronald J. and Charles B. Schroeder. *Introduction to Landscaping: Design, Construction, and Maintenance*, Second Edition. Danville, Illinois: Interstate Publishers, Inc., 2003.

Other Resources. The following resources will be useful to students and teachers:

Ingels, Jack E. *Landscaping: Principles and Practices*, Fifth Edition. Albany, New York: Delmar Publishers, 1997.

List of Equipment, Tools, Supplies, and Facilities

Writing surface
Overhead projector

Terms. The following terms are presented in this lesson (shown in bold italics):

CAD (computer aided drafting)
Landscape architect
Landscape construction
Landscape contractor
Landscape designer
Landscape maintenance technician
Landscaping

Interest Approach. Use an interest approach that will prepare the students for the lesson. Teachers often develop approaches for their unique class and student situations. A possible approach is included here.

Begin the lesson by asking the students to write down all the duties of a landscaper. Then see if the students can put the duties they listed into categories. For example, duties that need a college degree, duties that involve office work, or duties that involve physical labor. Begin a discussion to see if students can come up with a job title for each category of duties. What really makes a person a landscaper?

Summary of Content and Teaching Strategies

Objective 1: Define the landscape industry.

Anticipated Problem: What is the landscape industry?

- I. The industry is a very diverse field that includes the art of landscape design, construction, and maintenance. Any one who has taken part in planting flowers or mowing the lawn, can say they are a part of the landscape industry. **Landscaping** is the art and science of selecting plants and placing them in an attractive and functional setting outdoors. People landscape their homes to increase the property value of their home, improve the appearance of their homes and surroundings, improve the environment around their homes, or just as a hobby. It has been shown that landscaping can also have a therapeutic effect on people.

One way to help students master this objective is to have students research a landscape business in their area. Have the students interview the workers at the business to find out their duties and reasons why they got involved in the landscape industry.

Objective 2: Describe the difference between a landscape designer and a landscape architect.

Anticipated Problem: What are the differences between a landscape designer and a landscape architect?

- II. Landscape design is the art of grouping plants together in an attractive and functional setting. Those who study landscape design can take their studies into two different directions. People interested in landscaping must decide if they want to be trained as a landscape designer or as a landscape architect.
 - A. A **landscape designer** studies the horticulture behind the industry. They are very knowledgeable in plant identification, plant growth, and the principles of design. These designers can receive their training at a junior college or at a four year university. They often obtain jobs at garden centers and nurseries. The landscape designer usually works on residential projects or small scale public projects.
 - B. A **landscape architect** focuses their study on engineering and the math behind landscape design. They are often contracted to design large scale public spaces like city parks and office complexes. Landscape architects must get a license as well as a degree in order to practice their trade.

One way to help students master this objective is to have the students research the requirements for a degree in landscape design or landscape architect. Students can find out what schools in their states have a degree program and the courses that one must complete in order to obtain the degree.

Objective 3: Identify the duties of a landscape contractor.

Anticipated Problem: What are the duties of a landscape contractor?

- III. One of the major areas of the landscape industry involves **landscape construction**, the actual building of the landscape. A **landscape contractor** has the task of taking a design on paper and actually installing it.
 - A. A landscape contractor's duties can range from planting individual plant materials to installing patios, pools, walkways, and drainage systems.
 - B. A landscape contractor often works closely with the landscape designer. The contractor must be efficient in reading landscape plans.
 - C. Often times, the people who work on a landscape, work as a crew, not individuals. With hands-on experience as a crew member, a person can gain the needed training to become the supervisor of the crew or eventually the actual landscape contractor.

One way to help students master this objective is to lead a discussion on the different tasks involved in landscaping a home. Have the students decide who is responsible for each task and what type of training is needed for each task.

Objective 4: Identify the duties of landscape maintenance people.

Anticipated Problem: What are the duties of landscape maintenance people?

- IV. Once a landscape is installed, it takes time and care in order to keep the landscape looking attractive. Plants can often get overgrown or damaged and need to be replaced. The people responsible for the general upkeep of the landscape are **landscape maintenance technicians**.
 - A. The duties of a landscape maintenance technician would include pruning trees and shrubs, mowing grass, weeding the planting beds, and often watering the landscape. These people may also be hired to remove snow and leaves in the fall from the site.
 - B. The duties of a landscape maintenance technician often involves the use of mechanical equipment. It is important to make sure those people are trained on how to use the equipment correctly and safely.
 - C. Large scale landscapes like golf courses, may require crews of people to help maintain the site year round.

One way to help students master this objective is to have the students look in the newspaper for any ads asking for help in landscape maintenance. Have the students inquire about the jobs and make a list of all the tasks the job entails. Another way to help the students master this objective is to have the students perform simple landscape maintenance tasks around the school.

Objective 5: Describe the use of computers in the landscape industry.

Anticipated Problem: How are computers used in the landscape industry?

- V. In the 21st century, computers have become a way of life. People can develop programs for the computer to accomplish any number of tasks. The landscape industry is not untouched by computers. In fact, they are used in many aspects of the industry.
- A. **CAD (computer aided drafting)** is used by many landscape companies to design large scale plans. The computers, at a touch of a button, can change the looks of any landscape. With proper training on the CAD program, designers can save themselves time when making changes to their plans.
- B. Computers are also used in the business aspect of the industry. Computer programs can keep track of appointments, payments, and tasks that need to be done. They can also do the billing for the company.

One way to help students master this objective is to have them explore some of the computer landscape programs that are available. Have the students discuss the advantages and disadvantages of using the computer programs.

Review/Summary. Use the student learning objectives to summarize the lesson. Have students try to match the different tasks in the landscape industry with the correct people who perform those tasks.

Application. Application of this lesson can be achieved through the following ways:

Reading the appropriate sections *Introduction to Landscaping: Design, Construction, and Maintenance*

Completing the research projects stated throughout the lesson

Evaluation. The evaluation of the student achievement over the lesson objectives will be the successful completion of the research activities and the written test. A sample written test is attached.

Answers to Sample Test:

Part One: Matching

1=d, 2=b, 3=a, 4=c

Part Two: Completion

1. maintenance technicians
2. contractors

Part Three: Short Answer

1. Beautify their home, hobby, improve environment, increase property value
2. Computer aided drafting programs, keeping records, sending out billings, keeping appointments

