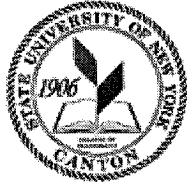


**STATE UNIVERSITY OF NEW YORK
COLLEGE OF TECHNOLOGY
CANTON, NEW YORK**



MASTER SYLLABUS

BSAD 313 – CannaBusiness Management

Created by: Janice Robinson

Updated by:

School of Business & Liberal Arts

Department: Business

Semester/Year: Fall 2019

- A. **TITLE:** CannaBusiness Management
- B. **COURSE NUMBER:** BSAD 313
- C. **CREDIT HOURS:** 3 credit hours, 3 lecture hours per week for 15 weeks
- D. **WRITING INTENSIVE COURSE:** Yes No
- E. **GER CATEGORY:** None: Yes
- F. **SEMESTER(S) OFFERED:** Fall Spring Fall & Spring
- G. **COURSE DESCRIPTION:**

The recent legalization of and demand worldwide for cannabis and related products has created a need for individuals who possess the skills, competencies, techniques, and knowledge to manage business practices within this highly specialized and controversial industry. This course will identify methods to gain and maintain a competitive advantage by showing the student how to apply traditional management principles to this niche industry's related challenges and advising how to analyze, evaluate, and address those issues.

- H. **PRE-REQUISITES:** None Yes If yes, list below:
ENGL 101 Composition and the Spoken Word and completion of 45 semester credit hours or permission of the instructor

CO-REQUISITES: None Yes If yes, list below:

- I. **STUDENT LEARNING OUTCOMES:**

By the end of this course, the student will be able to:

<u>Course Student Learning Outcome [SLO]</u>	<u>Program Student Learning Outcome [PSLO]</u>	<u>ISLO & SUBSETS</u>	
Examine and interpret economic trends of the national and international cannabis market.	3.2 Describe the external forces (e.g. legal/regulatory, economic, global, industry, and customer) applicable to business operations 5.1 Explain how operating in a global marketplace creates business opportunities and challenges	2 4 5	IA GL
Formulate comprehensive accounting, banking, and investment strategies for retail and medical cannabis operations.	3.1 Relate and interpret essential concepts of accounting, economics, finance, law and marketing to the discipline of management 9.2 Analyze operations to identify opportunities and develop plans to leverage digital technologies and innovation in business processes	2 3	PS IM, QTR
Develop effective production, distribution, and marketing strategies for retail and medical cannabis dispensaries.	8.1 Identify relevant resources to produce a product or service 9.2 Analyze operations to identify opportunities and develop plans to leverage digital technologies and innovation in business processes	2 3	PS IM, QTR
Identify complementary industries and career opportunities within the cannabis industry.	1.2 Demonstrate the ability to identify and evaluate relevant information for decision-making.	2 5	CA, IA

Evaluate the security and legal risks to establish a medical dispensary or retail cannabis outlet.	1.1 Analyze quantitative and qualitative information to compare and contrast alternatives to reach a defensible solution.	2 4	CA, PS ER
Design appropriate and relevant formal and informal written and oral communication methods and materials.	2.1 Express ideas clearly, logically, and persuasively in both oral and written formats 2.2 Apply the appropriate choice of format and communications medium	1	O & W

J. **APPLIED LEARNING COMPONENT** Yes / Research

K. **TEXTS:**

Educational materials will be chosen at the discretion of the instructor

L. **REFERENCES:**

PROFESSIONAL ORGANIZATIONS

The National Cannabis Industry Association
The Marijuana Policy Project
National Organization for the Reform of Marijuana Laws
National Association of Cannabis Businesses

M. **EQUIPMENT:** None **Needed:**

N. **GRADING METHOD:** A-F

O. **SUGGESTED MEASUREMENT CRITERIA/METHODS:**

Assignments, Projects, Exams, Participation

P. **DETAILED COURSE OUTLINE:**

I. The Current Business Environment

II. Procurement and Production

- A. Seed
- B. Plant
- C. Beverages and Edibles
- D. Tincture
- E. Topicals and Cosmeceuticals
- F. Industrial Hemp

III. Inventory Management

- A. Seed to Sale Tracking
- B. Packaging and Distribution

IV. Establishing a Dispensary

- A. Funding
- B. Delivery
- C. Human Resources

D. Quality Assurance

V. Licensing & Permits

A. Insurance

VI. Location and Real Estate

A. Legal Concerns

B. Security Concerns

C. Developing Community Support

VII. Marketing

A. Multi-State, National, and International Growth

B. Opportunities/Strategies

C. Socially Conscious Branding

D. Retail Pricing

E. Social Media

F. E-Commerce Options

G. Customer Service and Consumer Rights

H. Black Market Pricing Influence(s)

VIII. Accounting and Investment

A. Dispensary Management Software

B. Banking and Financing Obstacles

C. Risk Assessment

D. Economic Prediction

E. Use of Cryptocurrencies in the Industry

F. The Effect of Current Tax Regulations

G. Venture Capital

VIII. The Global Market

X. Entrepreneurial Opportunities

A. Accounting

B. Consulting

C. Design and Construction

D. Employment/Recruiting Agencies

E. Education

F. Health and Wellness

G. Legal

H. Project Management

I. Testing and Quality Assurance Providers

Q. LABORATORY OUTLINE: Not Applicable