

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



MASTER SYLLABUS

BSAD 313 – CANNABUSINESS MANAGEMENT

For available course numbers, contact the Registrar's Office at registrar@canton.edu

CIP Code: 52.9999

For assistance determining CIP Code, please refer to this webpage

<https://nces.ed.gov/ipeds/cipcode/browse.aspx?v=55>

or reach out to Sarah Todd at todds@canton.edu

Created by: Janice Robinson

Updated by: Nicholas C Kocher (clerical update)

**SCHOOL OF BUSINESS & LIBERAL ARTS
BUSINESS DEPARTMENT
FALL 2024**

A. TITLE: CannaBusiness Management

B. COURSE NUMBER: BSAD 313

C. CREDIT HOURS (Hours of Lecture, Laboratory, Recitation, Tutorial, Activity):

# Credit Hours per Week	3
# Lecture Hours per Week	3
# Lab Hours per Week	
Other per Week	

D. WRITING INTENSIVE COURSE:

Yes	
No	x

E. GER CATEGORY:

Does course satisfy a GER category(ies)? If so, please select all that apply.

[1-2] Communication	
[3] Diversity: Equity, Inclusion & Social Justice	
[4] Mathematics & Quantitative Reasoning	
[5] Natural Science & Scientific Reasoning	
[6] Humanities	
[7] Social Sciences	
[8] Arts	
[9] US History & Civic Engagement	
[10] World History & Global Awareness	
[11] World Languages	

F. SEMESTER(S) OFFERED:

Fall	x
Spring	
Fall and 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: ENGL 101 Composition and the Spoken Word and completion of 45 semester credit hours
CO-REQUISITES: None

I. STUDENT LEARNING OUTCOMES:

Course Student Learning Outcome [SLO]	Program Student Learning Outcome [PSLO]	GER	ISLO & Subsets
a. 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		4 – GL 5
b. 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		2 – CA 5

	innovation in business processes		
c. 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 – CA 5
d. 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 – PS
e. 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 - PS
f. 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

KEY	<u>Institutional Student Learning Outcomes</u> <u>[ISLO 1 – 5]</u>
ISLO #	ISLO & Subsets
1	Communication Skills Oral [O], Written [W]
2	Critical Thinking

	<i>Critical Analysis [CA], Inquiry & Analysis [IA] , Problem Solving [PS]</i>
3	Foundational Skills <i>Information Management [IM], Quantitative Lit, /Reasoning [QTR]</i>
4	Social Responsibility <i>Ethical Reasoning [ER], Global Learning [GL], Intercultural Knowledge [IK], Teamwork [T]</i>
5	Industry, Professional, Discipline Specific Knowledge and Skills

J. APPLIED LEARNING COMPONENT:

Yes	x
No	

If yes, select [X] one or more of the following categories:

Classroom / Lab	x	Community Service	
Internship		Civic Engagement	
Clinical Practicum		Creative Works/Senior Project	
Practicum		Research	
Service Learning		Entrepreneurship [program, class, project]	

K. TEXTS: Ryant, E., & Grissler, J. (2022). Marijuana business: How to open and successfully run a marijuana dispensary and grow facility: Insider knowledge from a marijuana millionaire business owner and an industry expert (2nd ed.). Amazon.com.

L. REFERENCES: None

M. EQUIPMENT: Technology Enhanced Classroom

N. GRADING METHOD: A - F

O. SUGGESTED MEASUREMENT CRITERIA/METHODS:

- Exams
- Papers
- Assignments
- 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: None