

# CANNABIS BUSINESS, BS

## Program Description

The Bachelor of Science in Cannabis Business provides students with the knowledge and skills necessary to launch a business in the rapidly expanding industry related to cannabis. This program is designed for future managers, supervisors, and entrepreneurs in a cannabis enterprise. The program has at its foundation the basics of business and business management and then applies those principles to specific cannabis businesses such as cultivation facilities and dispensaries. This program is well rounded and is designed to lead to a wide range of employment opportunities. The unique issues related to state, federal, provincial and international laws are evaluated and analyzed in order to plan, develop and launch a cannabis business within legal constraints. These courses, along with the common professional business core courses, will provide students with the knowledge, training, and practical experience required to become successful small business owners, counselors, and employees.

Students are encouraged, but not required, to take elective courses in the associate program in Cannabis Science in order to augment their skills in safety and testing.

## Program Learning Outcomes

- E-Marketing – Use digital, social, and mobile marketing to promote a business or product.
- Cannabis Business – Identify, describe, analyze and synthesize businesses in the cannabis industry, including, but not limited to, medicinal, cultivation, dispensary, processing, materials, testing and safety.
- Cannabis and Society – Explain, analyze and compare and contrast state, federal, provincial and international laws related to growing, distributing, selling and marketing cannabis products and describe the effects of cannabis on society.
- Cannabis Economics – Think critically and analytically about the legalization of cannabis and its effects on employment, policy and the economy.
- Cannabis Entrepreneurship – Prepare a business canvas, pitch deck and marketing plan for a startup cannabis business.
- Horticulture – Apply foundational understanding of growing and harvesting that is needed to manage a cultivation operation.
- Business Knowledge – Apply knowledge of business core subjects.
- Professional Skills – Apply skills in research, communications and critical thinking.

## Degree Requirements

Code	Title	Hours
<b>Common Professional Core</b>		
ACTG 132	Principles of Accounting I	4
ACTG 133	Principles of Accounting II	4
BUSN 121	Introduction to Business	3
BUSN 211	Business Statistics	3
BUSN 231	Business Communications	3
BUSN 350	Business Law I	3
BUSN 403	Business, Government & Society	3
ECON 201	Principles Macroeconomics	3

ECON 202	Principles Microeconomics	3
FINC 341	Managerial Finance	4
MGMT 280	Intro Management Info Systems	3
MGMT 360	Management Concepts & Apps	3
MGMT 371	Operations/Business Analytics	3
MRKT 281	Marketing Principles/ Strategy	3
<b>Major Requirements</b>		
BIOL 104	Survey of General Biology	4
BIOL 235	Int to Protected Horticulture	3
BUSN 101	Freshman Seminar	1
BUSN 308	Managing Cultural Differences	3
CBUS 122	Survey of Cannabis Business	2
CBUS 203	Cannabis Economics	3
CBUS 305	Bus Cannabis Cultivation/Disp	3
CBUS 361	Cannabis Law/Policy/Compliance	3
CBUS 389	Cannabis Entrepreneurship	3
CBUS 466	Cannabis Business Policy	3
MRKT 283	Principles of Selling	3
MRKT 381	Consumer Behaviors	3
MATH 111	College Algebra	3
SOCY 420	Sociology of Cannabis	3
<b>E-Marketing Certification</b>		
MRKT 383	Digital Marketing	3
MRKT 384	Social Media Marketing	3
MRKT 386	Mobile Marketing	3
<b>Total Hours</b>		<b>94</b>

**General Education:** All LSSU bachelor's degree candidates must complete the LSSU General Education Requirements.

**A minimum of 124 credits (at the 100 level or higher) must be earned for graduation with a cumulative gpa of 2.00 or higher. A gpa of 2.00 or higher is also required in your Major, as well as in your General Education Requirements.**