



SPRING 2025
 (second half of the semester)
BUS122- The Business of Cannabis & Hemp
CRN#51608

Instructor: Dr. Kelli Hatin
 Day: ONLINE
 Room: Brightspace
 Time: Monday-Sunday

Office Hours:

| Monday | Tuesday | Wednesday | Thursday |
|-------------------------------|--------------------------------|-------------------------------|--------------------------------|
| OFFICE HOUR{1} 8:30-9:30AM | | OFFICE HOUR{1} 8:30-9:30AM | |
| BUS103- 9:30-10:50AM | BUS203-9:30-10:50AM | BUS103- 9:30-10:50AM | BUS203-9:30-10:50AM |
| | OFFICE HOUR{1.5} 11-12:30PM | | OFFICE HOUR{1.5} 11-12:30PM |
| | HOS181-12:30-1:50PM | | HOS181-12:30-1:50PM |

Email: hatink@sunyacc.edu

PLEASE include your last name and the course you are in within the Subject line

(ex: Smith.BUS122)

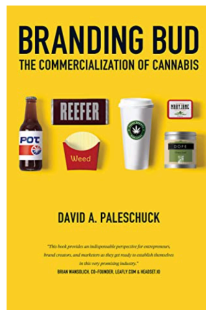
OFFICE LOCATION: Eisenhart Hall, Room #107

Course Description.

This course is designed to provide a comprehensive overview of the cannabis supply chain and business opportunities presented by the hemp and cannabis industries. This course would

cover essential topics such as the interaction between the various segments of the cannabis supply chain, legal and regulatory compliance, accounting and banking, cannatourism, cannabis-related careers, and internship and networking opportunities in the local cannabis Industry.

Textbooks and Supplementary Supplies.



***Available within Brightspace as a PDF**

BOOK
Start your own cannabis business: your step-by-step guide to the marijuana industry
Hasse, Javier, author.; Emery, Jodie, writer of foreword.; Entrepreneur Media, Inc., editor.
2018
[Available Online >](#)

***Available from the SUNY Adk Library Ebook System**

ALL materials and resources included within Brightspace

Expected Student Learning Outcomes:

Students taking this course should, by its conclusion, have a demonstrated comprehension of:

1. NY's Hemp Industry, Market, and Challenges
2. The Legal Framework in NY Allowing for Cannabusinesses
3. How The Adult-Use Cannabusiness Supply Chain Works In NY
4. Challenges Faced by Adult-Use Canna Businesses
5. The Economics of Adult-Use Canna Businesses
6. Plant-Touching Vs. Ancillary Business Opportunities
7. Canna Tourism and the Economy
8. Pathways to Participate in NY's Cannabis Industry

Topics to be Covered and/or reviewed, researched, and/or discussed:

- **Hemp Business Models and A Brief Look at Hemp Products**
 - o The 2018 Farm Act
 - o Hemp License Types

- o NY's Hemp Market and Associations
- o Variety of Hemp Products
- **Understanding NY's Cannabis Industry, Regulations, Opportunities, and Obstacles**
 - o Federal vs. State Law
 - o Interstate Commerce
 - o Seed-to-Sale Tracking
 - o Cannabis Banking and Taxes
 - o Cannabis Economics
 - o Licensing
 - o Social Equity
 - o Marketing and Branding Restrictions
 - o Packaging Requirements
 - o Other Restraints and Opportunities
- **Exploring NY's Adult-Use Cannabis Supply Chain**
 - o Cannabis Cultivation
 - o Cannabis Processing
 - o Cooperatives
 - o Dispensaries
 - o Adult Use Microbusinesses
 - o Onsite Consumption
 - o Delivery
- **Ancillary Cannabis Businesses**
 - o What is an ancillary business?
 - o Types of ancillary businesses:
- **Testing and Quality Assurance**
- **Accounting and Finance**
- **Security and Surveillance**
- **Equipment Supply**
- **Marketing and Branding**
- *Other Ancillary Businesses*

- **CannaTourism**
 - o The Market, Trends, and Types of Cannabis Tourism Experiences
 - o Understanding The Legal Framework for Cannabis Tourism
 - o Future Of the Cannabis Tourism Industry, Emerging Trends, And Challenges.
- **Entering NY's Cannabis Market**
 - o Pursuing a Cannabusiness License
 - o Internship Opportunities with Cannabusinesses
 - o Seeking Employment with Cannabusinesses
 - o Entrepreneurialism and Ancillary Business
 - o Resources for Entering the Cannabis Industry

Method of Evaluation:

| Assignment | Points | TOTAL Points |
|-------------------------|----------|--------------|
| Podcasts/Videos | 100/each | 500 |
| Short Papers(5) | 200/each | 1,000 |
| Research Paper(1) | 2000 | 2,000 |
| Powerpoint Presentation | 1000 | 1,000 |
| Business Plan “rough” | 500 | 500 |
| TOTAL POINTS: | | 5,000 |

Podcasts/Videos.

There will be a total of (3) Podcasts, or videos required this semester. You must listen to the Podcast or Watch the Video and indicate that you have completed that portion of the assignment by typing in the textbox of the assignment **‘I have completed this assignment.’**

Short Papers.

Each student will be required to write a total of 5 short papers. These should be no longer than 1 page typed. Each Short Paper/Summary will be based upon the Podcast, Video, ONLINE Book Chapters, or Article that have been assigned to you. These will be identified in Brightspace. You must add a References Page with the podcast, video, online book chapters, or articles included using APA formatting. Please make sure that you have edited and proofread your paper before submitting for spelling and grammar. **I STRONGLY suggest you DOWNLOAD GRAMMARLY to your computer if you do not already have it.**

Research Paper.

Each student will be required to write a Research Paper on any topic we are covering in this class. The research paper must be written at the college level and the expectation is that you will use the SUNY Adirondack College Databases which provides you with access to thousands of databases, journal articles, and additional resources: <https://library.sunyacc.edu/cannabis> You will need to send me your proposed topic via the **GOOGLE FORM** that was sent to all of you at the beginning of the semester during **PREVIEW week, but is also located here-** <https://forms.gle/6dvkWABzSafCb6i48> - so that I can approve or deny it. If it is denied, it may simply be because it is too broad. Choose a topic with BUS122 that you are interested in. This always

makes it easier to research and write.

The paper must be written in **APA** formatting and have a Cover Page, (5) pages of content, and the last page **MUST** be the References page with references from your research completed in APA formatting. You will submit your paper through Brightspace and then work on a Powerpoint/Google Slides presentation based on their Research Paper.

The paper must be submitted as a PDF file via Brightspace.

IF you are not familiar with APA formatting, you have a couple of choices for assistance:

1. You may visit the SUNY Adk Center for Reading & Writing in the College Library
<https://www.sunyacc.edu/center-reading-and-writing>
2. You may make an appointment for a VIRTUAL appointment with the SUNY Adk Center for Reading & Writing <https://sunyacc.mywconline.com/>
3. You can use the resources available online through PURDUE University (Purdue OWL):
<https://owl.purdue.edu/>

Powerpoint Presentation.

Please submit your presentation here based on the Research Paper you wrote. The **maximum** number of slides is **10**. It is important to ensure you have citations in your slides if necessary. Citations must be included for Images and videos as well as anything that is directly quoted.

Business Plan “Rough”.

Each student will be required to a Rough Business Plan using this template:
<https://docs.google.com/document/d/1zOc2uH3WtHPohRqNqUE9zfxX-7mBB3W9sVg7WEHRmZU/edit?usp=sharing>

Other Information.

ATTENDANCE:

Attendance Statement: “Students are expected to 'attend all classes and laboratory sessions' or '**demonstrate active online participation,**' unless prevented by illness or other unavoidable situations. Class attendance is a critical component of your success in this course. Instructors are required to report students who stop attending a course for a sustained period. When this reporting happens, an **X grade** will be assigned and you will be withdrawn from the course. If you receive financial aid, this may reduce or cancel some or all of your grant and loan funds. You could be required to repay some or all of your financial aid and could lose your eligibility for future financial assistance.” I am required to begin to report “X” grades as early as the 3rd week. Please ensure you are attending class by logging on and completing the work.

SUNY Adirondack has a “No Cut” Policy.

College Closing Information: sunyacc.edu OR 518-743-2222- Inclement Weather/Power Outages

***IF the college is closed due to inclement weather, ALL courses including HYBRID/ZOOM, etc. are canceled.**

Accessibility Services.

Under Section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act, a post secondary student with a disability who is in need of academic accommodations or auxiliary aids is required to notify the College of the nature of the disability and to provide appropriate documentation which supports the request for reasonable accommodations or auxiliary aids. Individuals who would like to self-identify with a disability (and have not already) or think they may have a disability and want to request accommodations should contact the Accessibility Services Office located in Scoville Building, Room 258 or call 743-2282 /VP 743-2323 for an appointment.

ASSIGNMENT SCHEDULE/TABLE

| Dates: | Assignments: |
|------------------------------------|--|
| Week #1: March 17- March 23, 2025 | ~Introduction to course/Read Syllabus and login to Brightspace ~Start Readings of "Branding Bud" ~Listen to Podcast #1 ~Short Paper #1 Due March 23, 2025 |
| Week #2: March 24- March 30, 2025 | ~Continue to read "Branding Bud" ~Listen to Podcast #2 ~Short Paper #2 Due March 30, 2025 |
| Week #3: March 31st--April 6, 2025 | ~Continue to read "Branding Bud" ~Listen to Podcast #3 ~Short Paper #3 Due April 6, 2025 |
| Week #4: April 7-April 13, 2025 | ~Read "Start Your Own Cannabis Business" -Chapters 1-5 ~Short Paper #4 (Summarizing the First 5 Chapters) - Due April 13, 2025 |
| Week #5: April 14- April 20, 2025 | ~Read "Start Your Own Cannabis Business"-Chapters 6-11 ~Short Paper #5 (Summarizing the Second 5 Chapters)- Due April 20, 2025 |
| Week #6: April 21- April 27, 2025 | Canna-Tourism ~Read the articles posted in Brightspace ~Work on the Business Plan Template provided creating a "Canna-Tourism" business that would fit well with NYS/Adirondacks.- Due May 7, 2025 |
| Week #7: April 28- May 4, 2025 | ~Discussion on How to Participate in NY's Cannabis Industry ~Research Paper Due-5/4/25 ~Powerpoint Presentation Due-5/4/25 |
| May 6-8, 2025 | Canna-Tourism "Rough" Business plan due 5/7/25 |