

BUS R801: THE CANNABIS INDUSTRY

Originator
tfontenette

College

Oxnard College

Attach Support Documentation (as needed)

Leafly Jobs Report - 2022.pdf
Where Are Cannabis Jobs Located.pdf
Numbers Continue to Grow.pdf

Discipline (CB01A)

BUS - Business

Course Number (CB01B)

R801

Course Title (CB02)

The Cannabis Industry

Banner/Short Title

The Cannabis Industry

Credit Type

Noncredit

Start Term

Fall 2023

Catalog Course Description

This course provides a basic understanding of how businesses have evolved and changed to meet industry trends from seed-to-sale. Students will benefit from the course's regional focus, with an overview of the cannabis industry in California and the state's track-and-trace system for cannabis products from plants to consumers' hands. Topics covered in the course include the fundamentals and importance of proper cultivation including industry standards for processing, extraction and manufacturing cannabis. The class will discuss significance of appropriate lab set up, protocols, testing and analytics, among other topics. These topics will all be discussed with an emphases on business ethics.

Taxonomy of Programs (TOP) Code (CB03)

0501.00 - *Business and Commerce, General

Course Credit Status (CB04)

N (Noncredit)

Course Transfer Status (CB05) (select one only)

C (Not transferable)

Course Basic Skills Status (CB08)

N - The Course is Not a Basic Skills Course

SAM Priority Code (CB09)

C - Clearly Occupational

Course Cooperative Work Experience Education Status (CB10)

N - Is Not Part of a Cooperative Work Experience Education Program

Course Classification Status (CB11)

K - Other Noncredit Enhanced Funding

Educational Assistance Class Instruction (Approved Special Class) (CB13)

N - The Course is Not an Approved Special Class

Course Prior to Transfer Level (CB21)

Y - Not Applicable

Course Noncredit Category (CB22)

I - Short-Term Vocational

Funding Agency Category (CB23)

A - Primarily Developed Using Economic Development Funds

Course Program Status (CB24)

1 - Program Applicable

General Education Status (CB25)

Y - Not Applicable

Support Course Status (CB26)

N - Course is not a support course

Field trips

May be required

Faculty notes on field trips; include possible destinations or other pertinent information

May include visits to local growers, agencies or dispensaries

Grading method

(P) Pass/No Pass Grading

Does this course require an instructional materials fee?

No

Repeatable for Credit

Yes

Number of times a student may enroll in this course

Unlimited

Maximum units a student may earn in this course

0

Units and Hours

Carnegie Unit Override

No

Total in-Class (full semester or term)

Total Minimum Contact/In-Class Hours (for full semester or term; not weekly)

12

Total Maximum Contact/In-Class Hours (for full semester or term; not weekly)

12

Total Student Learning

Total Student Learning

Total Minimum Student Learning Hours

12

Total Maximum Student Learning Hours

12

Limitations on Enrollment

Minimum age of 18

Student Learning Outcomes (CSLOs)

Upon satisfactory completion of the course, students will be able to:

- | | |
|---|--|
| 1 | Understand the basics of cannabis cultivation and processes of extraction as it relates to business cost and quality control |
| 2 | Identify the different means of transportation and distribution in addition to the regulations that guide them |
| 3 | Understand the different retail options and industry opportunities for jobs and self-employment |

Course Objectives

Upon satisfactory completion of the course, students will be able to:

- | | |
|---|--|
| 1 | Gain a broad understanding of how businesses in the cannabis industry are created and sustained |
| 2 | Understand the fundamentals of cultivation, processing and extraction in cannabis agriculture industry |
| 3 | Be familiar with the set up and protocols of cannabis lab work and testing |
| 4 | Realize the industries business opportunities for employment and entrepreneurship |
| 5 | Have a basic understanding of the regulations and laws that guide the cannabis industry |

Course Content**Lecture/Course Content**

1. The Modern Industry of Cannabis
 - a. Legalization
 - b. Recreational
 - c. Medicinal
2. Seed-to-Sale
 - a. Cultivation
 - b. Manufacturing
 - c. Distribution
3. Retail
 - a. Lab Work
 - b. Laws and Regulations
 - c. Opportunities - Careers & Entrepreneurial

Methods of Evaluation

Which of these methods will students use to demonstrate proficiency in the subject matter of this course? (Check all that apply):

Written expression
Problem solving exercises

Methods of Evaluation may include, but are not limited to, the following typical classroom assessment techniques/required assignments (check as many as are deemed appropriate):

Computational homework
Group projects
Individual projects
Objective exams
Quizzes
Research papers

Instructional Methodology

Specify the methods of instruction that may be employed in this course

Audio-visual presentations
Case studies
Class activities
Class discussions

Collaborative group work
Distance Education
Field trips
Group discussions
Guest speakers
Internet research
Lecture

Describe specific examples of the methods the instructor will use:

1. Lecture
2. Guest Speakers (business owners, industry experts)
3. Video Examples from the cannabis industry and other business success stories
4. News and Magazine articles on business success stories

Representative Course Assignments

Writing Assignments

1. Students may be assigned a paper or group/individual presentation(s) based on the concepts in the cannabis industry.

Critical Thinking Assignments

1. Students are assigned case studies focused on the cannabis industry and business climate to analyze and answer questions.

Reading Assignments

1. Students will be assigned readings of the instructor's choice which can include articles, periodicals or research papers, in addition to supplementary readings from newspapers or other related sources. Students may be evaluated via test, quizzes or given homework assignments on the various class reading assignments.

Problem-Solving and Other Assignments (if applicable)

1. Students may analyze the cannabis industry as it relates to the body of information given in the class. Students will develop indifferent perspectives in regards to cannabis and a general industry understanding.

Outside Assignments

Representative Outside Assignments

1. Students are assigned weekly reading homework and lesson questions that must be answered and submitted

Library Resources

Sufficient Library Resources exist

No

Distance Education Addendum

Definitions

Distance Education Modalities

Hybrid (1%–50% online)
Hybrid (51%–99% online)
100% online

Faculty Certifications

Faculty assigned to teach Hybrid or Fully Online sections of this course will receive training in how to satisfy the Federal and state regulations governing regular effective/substantive contact for distance education. The training will include common elements in the district-supported learning management system (LMS), online teaching methods, regular effective/substantive contact, and best practices.

Yes

Faculty assigned to teach Hybrid or Fully Online sections of this course will meet with the EAC Alternate Media Specialist to ensure that the course content meets the required Federal and state accessibility standards for access by students with disabilities. Common areas for discussion include accessibility of PDF files, images, captioning of videos, Power Point presentations, math and scientific notation, and ensuring the use of style mark-up in Word documents.

Yes

Regular Effective/Substantive Contact

Hybrid (1%–50% online) Modality:

Method of Instruction	Document typical activities or assignments for each method of instruction
Face to Face (by student request; cannot be required)	Student will attend, participate (verbal and nonverbal) and engage during class periods
Telephone	Student will have the ability and option to call or schedule a telephone call with the instructor.
E-mail	Student will have the ability and option to email the instructor with questions or concerns they may have in the class.
Video Conferencing	Students will attend, participate (verbal and nonverbal) and engage in video conferences for the class. However, students are not required to have video "on".

Hybrid (51%–99% online) Modality:

Method of Instruction	Document typical activities or assignments for each method of instruction
Asynchronous Dialog (e.g., discussion board)	Students must show participation in online discussions in Canvas. To receive any credit for the discussion, a student must post their own original input/thoughts from the original discussion question posted. After this is completed by the first deadline, the student has the ability to earn the remaining points for the particular discussion by replying to a fellow student's post, asking or answering questions and/or expanding on agreeable entries.
Video Conferencing	Students will attend, participate (verbal and nonverbal) and engage in video conferences for the class. However, students are not required to have video "on".
Telephone	Student will have the ability and option to call or schedule a telephone call with the instructor.
E-mail	Student will have the ability and option to email the instructor with questions or concerns they may have in the class.

100% online Modality:

Method of Instruction	Document typical activities or assignments for each method of instruction
Asynchronous Dialog (e.g., discussion board)	Students must show participation in online discussions in Canvas. To receive any credit for the discussion, a student must post their own original input/thoughts from the original discussion question posted. After this is completed by the first deadline, the student has the ability to earn the remaining points for the particular discussion by replying to a fellow student's post, asking or answering questions and/or expanding on agreeable entries.
Video Conferencing	Students will attend, participate (verbal and nonverbal) and engage in video conferences for the class. However, students are not required to have video "on".
Other DE (e.g., recorded lectures)	Students will have access to previously recorded lectures on the Power Point presentations for the class
Telephone	Student will have the ability and option to call or schedule a telephone call with the instructor.
E-mail	Student will have the ability and option to email the instructor with questions or concerns they may have in the class.

Examinations

Hybrid (1%–50% online) Modality

Online

Hybrid (51%–99% online) Modality

Online

Primary Minimum Qualification

BUSINESS

Review and Approval Dates

Department Chair

10/04/2022

Dean

10/04/2022

Technical Review

10/12/2022

Curriculum Committee

10/12/2022

DTRW-I

11/10/2022

Curriculum Committee

11/23/2022

Board

12/13/2022

DOE/accreditation approval date

MM/DD/YYYY