

CANNABIS MANAGEMENT CERTIFICATE

Division: Business and Computer Information Systems

PROGRAM CODE: 2C42926

The Cannabis Management Certificate program is designed to prepare students for entry-level positions within the growing canna-business industry. As the industry expands and the demand for employees grows, entry-level employees should understand basic business operations to include retailing, manufacturing, sales, supervision, and supply chain management, as well as social, legal, and economic issues surrounding the industry. A grade of C or better is required in each course taken. This certificate requires 19 units.

Code	Title	Units
Required Courses (19 UNITS)		
BUS 281 F	The Business of Cannabis	3
BUS 240 F	Legal Environment of Business	3
or BUS 240HF	Honors Legal Environment of Business	
or BUS 245 F	Business Law I (formerly BUS 241AF)	
BUS 170 F	Principles of E-Commerce	3
or MKT 100 F	Introduction to Marketing	
MKT 151 F	Digital Marketing (formerly New Media)	3
or MKT 208 F	Principles of Selling	
HORT 152 F	Applied Botany	4
SOC 285 F	Drugs and Society	3
or SOC 285HF	Honors Drugs and Society	
Total Units		19

Program Level Student Learning Outcomes

OBJECTIVE 1: Develop and exhibit high standards of professional practice, demonstrating awareness of ethical and social responsibilities in today's multicultural, team – oriented, rapidly-changing global environment

OBJECTIVE 2: Prepare students for an entry-level canna-business position with a confident grasp of the cannabis industry as well as the culture, emergence, business operations, and strategies, and economic impacts, as well as legal considerations surrounding the industry.

OBJECTIVE 3: Provide skills/training to both those students new to the industry; those already working in the field but who want to advance their current practice.

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