

**NEW ACADEMIC DEGREE PROGRAM
SUMMARY FOR PROGRAM ANNOUNCEMENT**

Institution	Stockton University
New Academic Degree Program Title	Hemp and Cannabis Business Management
Degree Designation	Bachelor of Science
Degree Abbreviation	B.S.

Introduction

Stockton University is at the dawn of its next half century. Since its beginning as a small state college located on the boardwalk in Atlantic City, it has grown into a regional university offering undergraduate, master's, and doctoral degrees, educating nearly 9,000 students each year. Along the way, Stockton University has remained committed to offering a liberal arts education through an interdisciplinary curriculum. Stockton's Strategic Plan explains: "Stockton's liberal arts education pairs rigorous academic training with high-quality, co-curricular experiences to equip students not just for their first job, but also for long-term professional success, and a lifetime of learning, growing, and succeeding."¹

Stockton University is ranked among the top public universities in the Northeast with more than 160 undergraduate and graduate programs, as well as continuing education opportunities. The University -one hour from Philadelphia and two hours from New York City- offers unique living and learning environments throughout southern New Jersey, including the 1,600-acre Galloway campus in the Pinelands National Reserve and Stockton University Atlantic City, located in the University District, just steps from the beach and the iconic Atlantic City Boardwalk.

Stockton University's mission is to develop engaged and effective citizens with a commitment to life-long learning and the capacity to adapt to change in a multicultural, interdependent world. As a public university, Stockton provides an environment for excellence to a diverse student body, including those from underrepresented populations, through an interdisciplinary approach to liberal arts, sciences, and professional education. Stockton University thrives as a distinctive regional institution, providing a diverse, values-based, student-centered environment of exceptional teaching and learning. As a community builder and partner in public service, Stockton University will remain committed to the positive development of New Jersey through scholarship and creative activity, civic engagement, and active stewardship.²

¹ Stockton University, "Inclusive student success accomplishments," <https://stockton.edu/strategic-plan/inclusive-student-success.html>, at p. 1.

² Stockton University, Webpage "About Stockton," <https://stockton.edu/about-stockton/index.html>

Stockton's guiding principle is students first; vision and strategy follow. Stockton University embraces a collection of shared values, the essence of our standards for excellence. These values support our mission and guide our practices and behavioral expectations. We adhere to the values of:

- Excellence in Teaching and Dedication to Learning
- Inclusivity and Diversity
- Academic Freedom
- Integrity and Respect
- Shared Governance
- Community Engagement and Civic Responsibility
- Global Perspectives
- Sustainability and Environmental Stewardship.

Alignment with Stockton's Strategic Plan

The curriculum of the proposed BS in Hemp and Cannabis Business Management program aligns with the pillars of Stockton's Strategic Plan and is designed to provide students with a comprehensive and interdisciplinary education in Hemp and Cannabis and related business topics, grounded in the liberal arts. The objectives of the Hemp and Cannabis Business Management program at Stockton University are aligned with the institution's strategic plan in the following ways:

- **Inclusive Student Success:** The program is committed to providing an affordable, high-quality education that prepares students for productive, impactful, and meaningful lives.
- **Diversity & Inclusion:** The program aims to create and preserve a welcoming environment free from discrimination and prejudice.
- **Teaching & Learning:** The program supports faculty research and pedagogical innovations to reach a diverse group of learners and maintain a current and competitive forward-looking curriculum.
- **Strategic Enrollment Management:** The program celebrates diversity among students, including first-year students, transfer students, and adult learners.
- **Financial Sustainability:** The program balances the institution's fiscal needs, including affordable tuition, with its academic programs, technology infrastructure, and other expenses.
- **Campus Community, Communication & Shared Governance:** The program collaborates with all campus constituents to ensure productive discussions and collaboration.

Stockton University is accredited by the Middle States Commission on Higher Education (MSCHE) and the School of Business' (Business Studies; Hospitality, Tourism and Event Management Studies; MBA Program) earned accreditation by the Association to Advance Collegiate Schools of Business (AACSB).

Stockton University plans to attract a diverse and high-achieving applicant pool by building enrollment strategies for Inclusive Student Success. One way to achieve this is by creating a stand-alone Hemp and Cannabis Business Management degree option. This approach will appeal to a wider range of prospective students who are specifically interested in studying hemp and cannabis

business management. Currently, no institution of higher education in the state of New Jersey offers a Hemp or Cannabis Business Major degree. But as evidenced by the success of the Cannabis Minor degree which has been offered at Stockton since 2018 and currently enrolls about 130 students, demand for this type of curriculum is high. Thus, this unique program will increase the visibility, reach, and variety of Stockton's business programs.

Establishing Hemp and Cannabis Business Management as a stand-alone program offers more flexibility to faculty to develop the program curriculum. Regarding teaching and learning, Stockton plans to “[e]mbrace new academic programs and approaches that enhance teaching and learning, respond to changing social and economic conditions, and prepare students for emerging fields.” The new Hemp and Cannabis Business Management degree program will provide a comprehensive education for students pursuing a career in this field, with a curriculum that includes both specialized courses in hemp and cannabis and related business topics, as well as a diverse range of non-business courses. The program will also include Stockton's general studies curriculum, (following a pattern established by the Africana Studies degree) which will provide students with an interdisciplinary, liberal arts education, which will help them to develop a well-rounded and versatile set of skills. This curriculum requires courses in international views, historical consciousness, arts, values/ethics, international/multicultural, and social justice and racial education.

As part of its strategic enrollment management, Stockton University aims to create effective enrollment and retention strategies that align with its mission, market demand, cost, and capacity. The creation of a stand-alone BS in Hemp and Cannabis Business Management aligns with market demand, as students and employers in the field are increasingly expecting specialized degree programs in this booming area. Hemp and Cannabis Business Management students serve as catalysts for economic growth in areas where incentives exist.³ This new program will help Stockton's School of Business to maintain strong enrollment and is consistent with the university's mission and values, which are to provide an inclusive and interdisciplinary education to a diverse student body. Additionally, as a state university, Stockton offers a cost-effective education, a key consideration when developing new programs.

Another way that a BS in Hemp and Cannabis Business Management degree can impact the community is through technology commercialization and the transfer of innovation from the university to the wider community. One way to deliver this information is via an education channel that Stockton University has already created; namely the Cannabis & Hemp Research Initiative at Stockton (CHRIS).⁴ For example, students and faculty in the degree program may pursue research projects and develop and patent or create new technologies, processes and unique products and that can be licensed to or shared with local companies for commercialization. This not only provides a source of revenue for the university but also drives economic growth in the surrounding

3 Barcott, B., & Whitney, B. (2022, February 23). The us cannabis industry now supports 428,059 jobs. *Leafly*.

4 *New Stockton Cannabis & Hemp Research Institute to Offer Lab Testing, Education*. (n.d.). New Jersey Business Magazine. Retrieved August 25, 2023, from <https://njbmagazine.com/njb-news-now/new-stockton-cannabis-hemp-research-institute-to-offer-lab-testing-education/>

community.⁵ Finally, Hemp and Cannabis Business Management students can pursue a wide range of career opportunities as accountants, compliance officers, inventory control managers, logistics providers, lab managers, shift managers, farm managers, regulators, consultants, and general managers. They can also pursue entrepreneurial opportunities. This is especially relevant in the hemp and cannabis marketplace as rules and regulations are only now being put in place and are constantly changing. By following trends, degree students can capitalize on emerging opportunities by participating in innovative internships and following their passion upon graduation.⁶

Of course, the specific opportunities and which part of the hemp or cannabis business a student is interested in -along with the skills they have developed in the program- will impact their employment. Another crucial point is that many careers in the hemp and cannabis industry are filled by what are called ancillary or support services and businesses. These are companies that are necessary for a company to perform effectively and include accountants, web designers, social media managers, human resources personnel, insurance companies, marketers, and consultants.⁷ The bottom line is that students are interested in hemp and cannabis studies, fortified by a business degree, because they see a clear pathway to a vibrant, growing, exciting industry- and they are smart in seeing this opportunity. And Stockton University is smart in filling market demand.

Finally, the new BS in Hemp and Cannabis Business Management degree is consistent with Stockton's mission, which is "to develop engaged and effective citizens with a commitment to lifelong learning and the capacity to adapt to change in a multicultural, interdependent world. As a public university, Stockton provides an environment for excellence to a diverse student body, including those from underrepresented populations, through an interdisciplinary approach to liberal arts, sciences and professional education."⁸ The new degree in Hemp and Cannabis Business Management will provide a robust educational opportunity for those seeking to start and operate businesses including 80 credits focused on business, business management and related hemp and cannabis business topics, along with 48 credits of non-business courses, including Stockton's general studies curriculum that ensures students have an interdisciplinary, liberal arts education. Note too, that several GENS cannabis courses have been cross listed (see curriculum guide) to offer students more hemp/cannabis course options.

After the Hemp and Cannabis Business Management degree is established, an opportunity exists to collaborate with other higher education institutions including Hudson County Community College who offer an Associate Degree in Cannabis Studies and are ready to create a 2 + 2 hemp/cannabis transfer program with Stockton University now. In addition, other community colleges are beginning to offer more cannabis courses and are expected to develop degrees. They, too, could become partners in 2 + 2 programs.

⁵ *How research universities are evolving to strengthen regional economies.* (n.d.). Brookings.

<https://www.brookings.edu/articles/how-research-universities-are-evolving-to-strengthen-regional-economies/>

⁶ Pilon, A. (2023, August 17). *20 Small Business Ideas in the Growing Cannabis Industry.* *Small Business Trends.*

https://smallbiztrends.com/2023/08/marijuana-business-opportunities.html?expand_article=1

⁷ *Ancillary Businesses & the Cannabis Industry: What CUs Need to Know.* (n.d.). Credit Union Times. Retrieved August 25, 2023, from <https://www.cutimes.com/2021/04/28/ancillary-businesses-the-cannabis-industry-what-cus-need-to-know/?sreturn=20230725175450>

⁸ *Mission Statement - Office of the President | Stockton University.* (n.d.). Stockton.edu. Retrieved August 25, 2023, from <https://stockton.edu/president/mission-statement.html#:~:text=Stockton%20University>

Too, private hemp and cannabis companies are enthusiastic to partner with Stockton University on internships, apprenticeships, and many types of research. And when cannabis becomes federally legal -or at least is placed on a different Drug Schedule which makes it legal and easier for universities to conduct research- they will be major sources of funding. Stockton University is at the forefront of hemp and cannabis education in the state of New Jersey and this degree will further cement our status as market leaders.

Sufficient Academic Quality

The School of Business at Stockton is accredited by the Association to Advance Collegiate Schools of Business (AACSB). The new Hemp and Cannabis Business Management program would remain part of the School of Business and leverage the existing resources offered by the accredited program, which will require reaccreditation that mandates high standards of instruction be maintained.

Curriculum

Stockton University's Hemp and Cannabis Business Management Degree would offer a 128-credit undergraduate degree. The Bachelor of Science in Hemp and Cannabis Business Management degree will include 80 program credits, plus 16 cross listed General Studies and Business Courses and 32 General Studies and "at-some-distance" credits that must be taken in non-business-related disciplines. The required program courses include:

B.S. Hemp and Cannabis Business Management

Fall 2024 – Spring 2025

BSNS REQUIREMENTS: All BSNS program courses must be completed with a grade of “C” or better

BSNS Core:	44	Hemp and Cannabis Management:	28
CIST 1206 Statistics	(4)	<i>HACM 1001-New Course: Introduction to Hemp and Cannabis</i>	(4)
ECON 1200 Macroeconomics	(4)	<i>HACM 2000-New Course: Hemp & Cannabis Operational Fundamentals</i>	(4)
BUSA 2110 Technology in Business	(4)	<i>HACM 3000-New Course: Hemp and Cannabis Economics</i>	(4)
ACCT 2110 Financial ACCT	(4)	HACM/GEN 2347 Introduction to Medical Cannabis	(4)
ACCT 2120 Managerial ACCT	(4)	HACM/GSS 2198 Cannabis Law	(4)
BUSA 2120 Introduction to Business Analytics	(4)		
MGMT 2110 Intro to Management	(4)	HACM Electives: Choose Two	
MKTG 2110 Marketing Principles	(4)	HACM/GNM 2286 Cannabis Cultivation	(4)
PLAW 2120 Business Law or PLAW 3110 Legal, Social, Ethical Environments of BSNS	(4)	HACM/GEN 2162 Social Justice and Cannabis	(4)
FINA 3110 Intro to Finance	(4)	HACM/GEN 2117 Integrated Cannabis Media	(4)
BUSA 3120 Operations Management	(4)	HACM/GEN 2394 Cannabis and Communications	(4)
MGMT 4112 Business Policies and Strategies (Seniors only)	(4)	GNM 1014 Business and Life	(4)
		HACM/GNM 3105 Psychopharmacology	(4)
Experiential Learning Sequence:	8	GNM 3164 Hydroponics	(4)
HACM 3243 Preparation for Cannabis Internship	(4)	GIS 3348 Social and Ethical Considerations of Business	(4)
HACM 4900 Hemp and Cannabis Internship	(4)		
GENERAL STUDIES REQUIREMENTS:			32 credits

G COURSES: (32 total credits) No more than 12 credits in any "G" category may be applied towards the BS degree.

GEN General Interdisciplinary	(4)	GNM General Natural Science & Math	(4)
GIS-General Integration & Synthesis (Jr. yr.)	(4)	GNM General Natural Science & Math	(4)
GAH General Arts & Humanities	(4)	GSS General Social Science	(4)
GAH General Arts & Humanities	(4)	GSS General Social Science	(4)

AT SOME DISTANCE Electives: (16 total credits) Courses unrelated to your major (may include CSIS courses) **ECON 1200 required (4 credits)**

ECON 1200 Macroeconomics	(4)		(4)
	(4)		(4)

GENERAL STUDIES OUTCOME REQUIREMENTS: These course attributes should be completed within the 128 credits needed to graduate.

(A) Arts		(V) Values/Ethics	
(H) Historical Consciousness		(I) International/Multicultural	
(R1) Race and/or Racism Intensive		(R2) Race and/or Racism Education	

GENERAL STUDIES WRITING REQUIREMENT: (4 courses)

Two W1 courses may be in transfer. W2 courses must be taken at Stockton.

W1		W1/W2		W1/W2		W1/W2 at 3000 Level	
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GENERAL STUDIES QUANTITATIVE REASONING REQUIREMENT: (3 courses)

Two Q1 courses may be in transfer. Q2 courses must be taken at Stockton.

Q1		Q2		Q1 or Q2	
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NB: HACM 2000 Hemp and Cannabis Operational Fundamentals Satisfies BUSA 3120 Requirement.

NB: HACM 3000 Hemp and Cannabis Economics Satisfies ECON 1400 Requirement.

Tentative New Course Summaries

Introduction to Hemp and Cannabis: This course provides foundational knowledge about hemp and cannabis while posing questions about its history, societal impact, health implications, and resulting business opportunities. By examining hemp and cannabis through multiple lenses, the learner will begin to understand the challenges behind the introduction and regulation of a new industry. Various career opportunities will be introduced, too.

Hemp and Cannabis Economics: This course delves into the economic intricacies of the rapidly evolving hemp and cannabis industries. Students will explore the cultivation, distribution, and

marketing strategies unique to both hemp and cannabis products, while also analyzing the legal and regulatory frameworks that impact these markets. Through in-depth case studies and economic analysis, students will develop a nuanced understanding of the opportunities and challenges presented by these emerging sectors.

Hemp and Cannabis Operational Fundamentals: This course offers learners a practical foundation in the operational aspects of the hemp and cannabis industries. This course covers essential topics such as cultivation techniques, extraction processes, quality control, and compliance with industry standards and regulations. Through hands-on learning and real-world simulations, students will acquire the skills needed to effectively manage and optimize the operational processes within these dynamic and rapidly expanding fields.

Overall, these courses provide a strong foundation in Hemp and Cannabis Business Management and equip students with the skills and knowledge they need to be successful as employees, operators or entrepreneurial leaders within established or newly created organizations.

Additionally, a number of relevant courses could serve as potential electives for Hemp and Cannabis Business Management students, creating opportunities for cross-disciplinary instruction. Examples include Entrepreneurship, Hospitality and Tourism, Esports, Marine Science, Agriculture, Sustainable Studies, and health concentrations including Holistic Health and Physical Therapy. Among the 32 General Studies and at-some-distance credits, Hemp and Cannabis Business Management students must complete a variety of courses across a variety of disciplines, including GAH (Arts and Humanities), GNM (Natural Sciences and Mathematics), GSS (Social and Behavioral Sciences), and GIS (Interdisciplinary Skills and Topics).

Electives

The elective courses for Hemp and Cannabis Business Management majors can provide students with an opportunity to specialize in a specific area of hemp or cannabis based on their interests and career goals. Here is a brief description of each elective:

Cannabis Cultivation: This course will provide information on basic cultivation practices and general knowledge of the cannabis plant. Topics covered will include cannabis cultivar identification, cannabis physiology, cultivation techniques, cannabis harvest, cannabis drying and storage. Recommended for those planning to enter the medical cannabis and recreational cannabis industries.

Social Justice and Cannabis: Few topics are as timely and important as a cross disciplinary examination of the concept of social justice. This course examines social justice from a historical, cultural, economic, social, and psychological perspective and connects its importance to the emerging, complex legal cannabis industry.

Integrated Cannabis Media: This course is designed to introduce learners to the cannabis industry and a broad spectrum of communication and integrated media techniques and practices needed to project a cohesive cannabis message. Topics such as the use of social media, an examination of the

use of brands and trademarks, website creation and the role of public relations are all covered in this course.

Cannabis and Communications: This course examines how and why such a diverse span of views have evolved surrounding cannabis over the last century. By examining cannabis history and messaging from media and other influential sources, students can deepen their understanding of the complexities associated with this ancient plant.

Business and Life: This course provides a general survey of business, identifies the roles and responsibilities of business in modern society and focuses on selected functions and processes within the business community. Issues such as globalization, diversity, technology, consumer attitudes, and competitive pressures are reviewed. Basic business, consumerism, and ethics concepts are investigated through quantitative analysis and practical exercises. It is also a values/ethics course (V).

Hydroponics: This course covers the fundamentals of hydroponics: a growing system using water, light, and nutrients but no soil. An overview of global hunger, plant physiology, and sustainability will be included. This course also includes a hands-on experiment that includes designing and building a hydroponic system, budgeting, statistics, and growing microgreens.

Social and Ethical Considerations of Business: This course identifies the diverse ethical and social responsibility concerns which arise in private business. The focus is on items receiving current media attention as well as more general issues. This course will give the students an enhanced perspective of the many apparent moral/ethical dilemmas faced by business decision-makers as well as a considered understanding of the social impact of business decisions. This course is relevant to all majors as it allows and encourages interdisciplinary perspectives and discussions.

Psychopharmacology: Not open to freshmen or students who have completed GNM 1014. Drugs are an important aspect in the life of the twentieth century American. In Psychopharmacology, students will explore the nature and mechanisms of drug action including CNS depressants, CNS stimulants, anti-psychotics, and anti-depressants. Moreover, the use, abuse, and history of mind altering drugs will be discussed.

Experiential Learning Opportunities

Finally, another essential element of the Hemp and Cannabis Business Management degree are experiential learning opportunities- which are listed under the Core Hemp and Cannabis Business Management courses. This sequence consists of a course and then an actual hands-on internship where business principles demonstrating program competence are applied. Here is a brief description of the course and internship:

Preparation for Cannabis Internship: This course covers professionalism, internship learning outcomes, and business and innovation in the cannabis industry in New Jersey and on a national basis. Research on medicinal and recreational cannabis as well as industrial and commercial hemp will be examined. Learners will investigate types of organizations and employers providing

internships, tools for identifying areas of interest, strategies for connecting the internship to previous course work, and career preparation.

Hemp and Cannabis Internship: This is not a course but an opportunity to apply coursework to valuable real-world experience in a professional setting related to a student's field of study. It offers an opportunity to apply theoretical knowledge gained in the classroom, develop practical skills, and establish meaningful connections within the industry, enhancing their readiness for future career pursuits. A wide range of diverse opportunities are available.

To sum up, the new Hemp and Cannabis Business Management program's curriculum is similar to the few Hemp and Cannabis Business Management degrees across the country. The required coursework beyond the program's courses ensures that students experience the breadth of educational experiences that Stockton's liberal arts education offers. A curriculum worksheet for the proposed B.S. in Hemp and Cannabis Business Management can be found in Appendix A.

A Note about the Role of GENS Courses in the Hemp and Cannabis Business Management Degree

The Hemp and Cannabis Business Management Degree proposal was constructed to emphasize the interdisciplinary nature of the degree. While the major could have been envisioned as a strict Business major it would have lacked the interdisciplinary flavor that Stockton's curriculum and degrees are known for. The G courses are an important part of the development of business professionals, and we chose to keep this aspect of the curriculum (as it also worked well for the Minor in Cannabis Studies too).

In addition, this approach has been embraced and proven by the establishment of an Africana Studies major which created the precedent of fully including a robust collection of GENS courses in their degree programs. Upon reviewing the curriculum chart, one will see that some GENS courses are cross listed as HACM courses, too.

Learning Outcomes

The BS in Hemp and Cannabis Business Management major will adopt the existing learning outcomes from the Business Studies program, which include Fundamental Business Skills, Critical Thinking and Problem Solving, Ethical Reasoning, Professional Communication, Teamwork and Inclusion, and Technology Agility, all of which can be found in Appendix B. The new Hemp and Cannabis Business Management program will also establish a new discipline-specific learning outcome: *Graduates will apply and synthesize concepts learned throughout the Hemp and Cannabis Business Management program to demonstrate a level of professional competency required of a Hemp and Cannabis Business Operator.* Table 1 also shows how each learning outcome will be achieved in the courses required in the Hemp and Cannabis Business Management program.

Moreover, Stockton University has established a set of university-wide Essential Learning Outcomes (ELOs), which include: Adapting to Change, Communication Skills, Creativity and Innovation, Critical Thinking, Ethical Reasoning, Global Awareness, Information Literacy and Research Skills, Program Competence, Quantitative Reasoning, and Teamwork and

Collaboration. Table 2 also shows how the Hemp and Cannabis Business Management program's learning outcomes align with Stockton's ELOs.

Assessment

Stockton's School of Business fosters a scholarly atmosphere in which assurance of learning is an integral part. To that end, the newly established Hemp and Cannabis Business Management program will apply systematic and routine evaluation of student outcomes. The program will utilize the School's recently revamped assessment policies and procedures coordinated by the Business Program Assessment Committee, which works with program chairs to oversee the assessment process. This includes ensuring compliance with established assessment schedules, evaluating the results of the assessments, and implementing corrective measures, as necessary. When the results of the assessments indicate a lack of attainment of the desired outcomes, the Committee will ensure that a reassessment is conducted. The Assessment Process Timeline, the completion of which is overseen by the Assessment Committee, can be found in Appendix C.

In order to evaluate the success of the Hemp and Cannabis Business Management program, a multifaceted approach will be taken that encompasses rigorous assessment activities and indirect evaluation methods. As previously exemplified, the Business Advisory Board feedback, benchmarking, and industry trends analysis have been instrumental in guiding the curriculum changes. In addition to these measures, program success will be evaluated through several other avenues including:

- Evaluation of the students' feedback on IDEA reports (student evaluation of teachers)
- Insights gained from student-teacher discussions during preceptorial advising
- Student feedback obtained from exit surveys
- Feedback from external stakeholders and focus group panels
- Quantifiable examples of job placements, business launches, collaborations, and feedback from those employers through Office of Career Education & Development surveys

A letter from the Hemp and Cannabis Business Management Taskforce is shown in Appendix E.

Sufficient Evidence of Labor Market Demand for the Program

Section Summary:

In case curriculum reviewers are understandably unfamiliar with the way the cannabis industry operates -which becomes increasingly complex since each state has their own rules and regulations- it is useful to include a concise section summary with little jargon here.

Here then, are the main takeaways from this section of the proposal: 1) the NJ adult use cannabis market is less than 2 years old and is one of the fastest growing industries in the state, 2) specific knowledge is required to be successful in this industry, 3) only part of the NJ cannabis market is operating now and other parts of the business (such as distribution, delivery, and the creation of cannabis infused food and beverages) will be introduced soon which will greatly expand our market and business opportunities, 4) it is useful to compare the nascent NJ cannabis market to MA and MI whose adult use markets are 3 years older and are useful in predicting future career and industry

growth patterns. Note that the New Jersey hemp industry is admittedly small now but government grants and the development of processing plants will also result in career opportunities in the near future.

Introduction:

The labor market demand for hemp and cannabis jobs and businesses in New Jersey is unmistakably robust. The burgeoning legalization and acceptance of hemp and cannabis products have paved the way for a surge in employment opportunities and entrepreneurial ventures across the state. The once niche market has rapidly transformed into a thriving industry, propelling the need for a diverse range of skills and expertise.⁹

In New Jersey, the call for skilled professionals to contribute to various facets of the hemp and cannabis sector is resounding. From cultivation and processing to retail and distribution, branding and creating intellectual property, accounting to compliance, job openings have multiplied, encompassing both entry-level positions and high-level management roles. This surge in demand has created a ripple effect, prompting individuals to upskill and specialize in areas such as horticulture, extraction techniques, compliance, and customer service.

Hemp and cannabis business operators are seizing the moment, establishing startups, and running enterprises that cater to the evolving hemp and cannabis market. The demand for innovative products, coupled with changing consumer preferences, has fostered an environment ripe for business growth. Ancillary services, such as legal consultation, marketing, and sustainable packaging, have also flourished as companies seek support to navigate the unique regulatory landscape -and emerging opportunities- of the industry. Especially in the case of hemp, this undeveloped market shows tremendous upside.¹⁰

As New Jersey continues to embrace the potential of the hemp and cannabis market, the labor landscape adapts accordingly. The once speculative job market has evolved into a dynamic landscape offering stability, growth, and a chance for professionals and businesses to be at the forefront of a transformative industry; this is a further opportunity for Stockton University to solidify and expand our position as the leader in hemp and cannabis education in New Jersey.

⁹ Cooper, David, and Sebastian Martinez Hickey. "Ensuring the High Road in Cannabis: Legalization Offers a Chance to Make the Cannabis Industry a Model of Good Jobs—If Workers Are given a Voice." *Economic Policy Institute*, 20 Sept. 2021, www.epi.org/publication/ensuring-the-high-road-in-cannabis-jobs/.

¹⁰ Lacasse, Hannah, et al. "Modeling Hemp as an Innovative Input: An Application of the Diffusion of Innovations in a Sample of Hemp Aware Consumers." *Agriculture and Human Values*, vol. 40, no. issue number 40, 11 July 2023, <https://doi.org/10.1007/s10460-023-10481-z>.

According to the New Jersey Cannabis Regulatory Commission, to date they have granted over 1,200 conditional cannabis licenses in the following business classes: cultivation,

processing/manufacturing, and retail dispensaries.¹¹ All of these businesses will need qualified owners and operators representing a myriad of opportunities.

In fact, New Jersey Business Magazine in April of 2023 noted that “New Jersey gained 4,220 jobs in 2022, bringing the total number of cannabis jobs in the state to 7,367.” This is a 133% increase and when the New Jersey market matures in about 5 years (following the cannabis job growth patterns of similar states such as Michigan and Massachusetts), we expect to employ about 28,000 full time cannabis workers. This figure does not include ancillary or support workers such as web designers, consultants, attorneys, or public relations professionals; indeed, these professional jobs outnumber strictly full-time cannabis jobs.

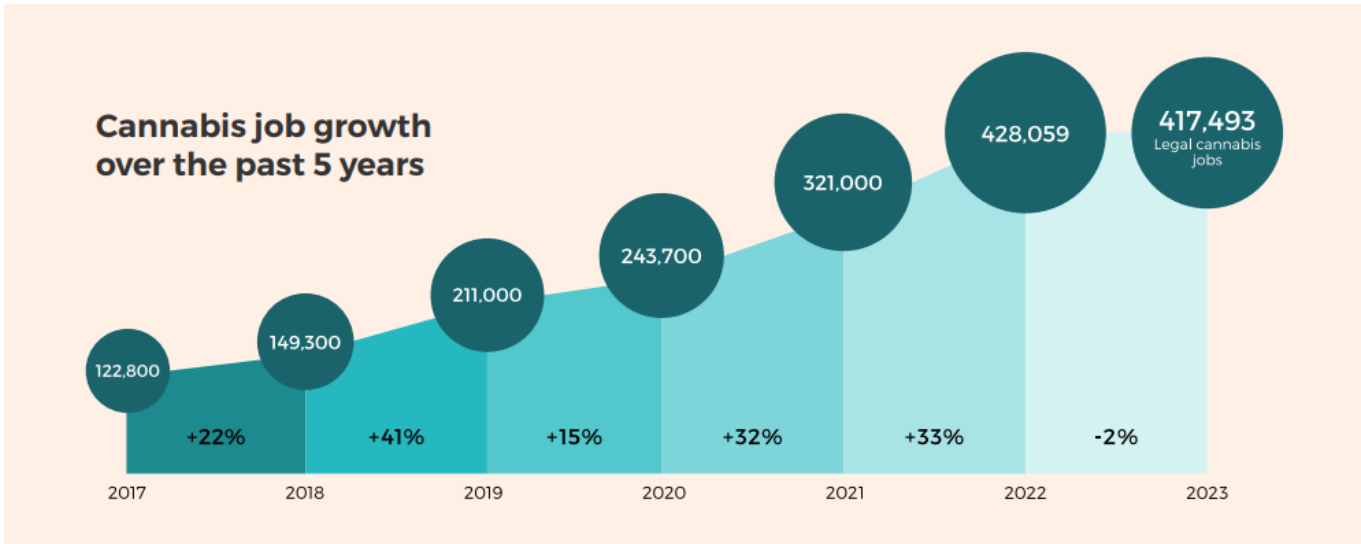
Note that the New Jersey hemp industry is much, much smaller but major technological advances in processing industrial hemp will propel this industry forward. The USDA issued a press release saying that the value of New Jersey’s floral hemp products (that is, product that is generally made into CBD -cannabidiol, an element in cannabis that will not get the user high but has strong inflammation fighting powers and also helps with anxiety, depression, and even seizures) is valued at the end of 2021 at 3.9 million dollars.¹² Hemp can also be made into nearly 25,000 consumer products in areas as diverse as fuel, bio-plastic replacements, food for animals and humans, building products including hempcrete and carpet, health and beauty aids, rope and textiles, apparel, paper, and even auto parts. As infrastructure to process hemp fiber grows, so will hemp opportunities.

And while students in the Hemp and Cannabis Business Management program may become owner/operators, others will be qualified for roles as employees as listed below.

¹¹“Reports.” Cannabis Regulatory Commission, www.nj.gov/cannabis/resources/reports-stats-info/.
¹² Eklund, Bruce . NEWS RELEASE. 17 Feb. 2022.

In preparing this document, the Vangst 2023 Cannabis Job Report was consulted which provides an overview of cannabis jobs in the United States along with some specific New Jersey data.¹³ Here is insight from the Vangst report:

- Nationwide, annual cannabis sales increased by \$850 million in 2022. That’s a 3% rise, from \$25.25 billion in 2021 to \$26.1 billion in 2022. That figure includes all state-regulated medical and adult-use sales (not hemp, delta-8, CBD, or unregulated sales).
- As of February 2023, cannabis sales in the 19 fully legal adult-use states supported 321,361 full-time equivalent (FTE) jobs, while cannabis sales in the 21 medical-only states supported 96,132 jobs.



- About 30% of America’s cannabis workers are cultivating the crop — that’s more than 125,000 people across the country. This job category includes: Director of Cultivation: \$100k – \$150k Grow Manager: \$65k – \$90k Trimmers: \$16 – \$20 / hour
- Retail stores and medical marijuana dispensaries employ about 22% of cannabis workers, more than 91,000 people nationwide. Director of Retail: \$100k – \$130k General Manager: \$65k – \$100k Budtender: \$17 – \$28 / hour
- About 20% of all cannabis jobs fall into the “ancillary” category. These jobs don’t come in direct contact with plants or products, but wouldn’t exist without the legal cannabis industry. These jobs include: General Counsel: \$150k – \$225k Controller: \$90k – \$140k Director of Marketing: \$90k – \$100k Human Resources Generalist: \$55k – \$85k
- Processors turn cannabis flower into finished products, a category that employs 18% of the industry, or more than 75,000 people. Director of Extraction: \$90k – \$140k Edibles Specialist: \$45k – \$75k Extraction Technician: \$45k – \$90k Packager: \$16 – \$20 / hour
- Cannabis testing labs employ around 2,500 people nationwide. Jobs include: Lab Director: \$90k – \$130k Chemist: \$60k – \$80k Lab Technician: \$45k – \$60k

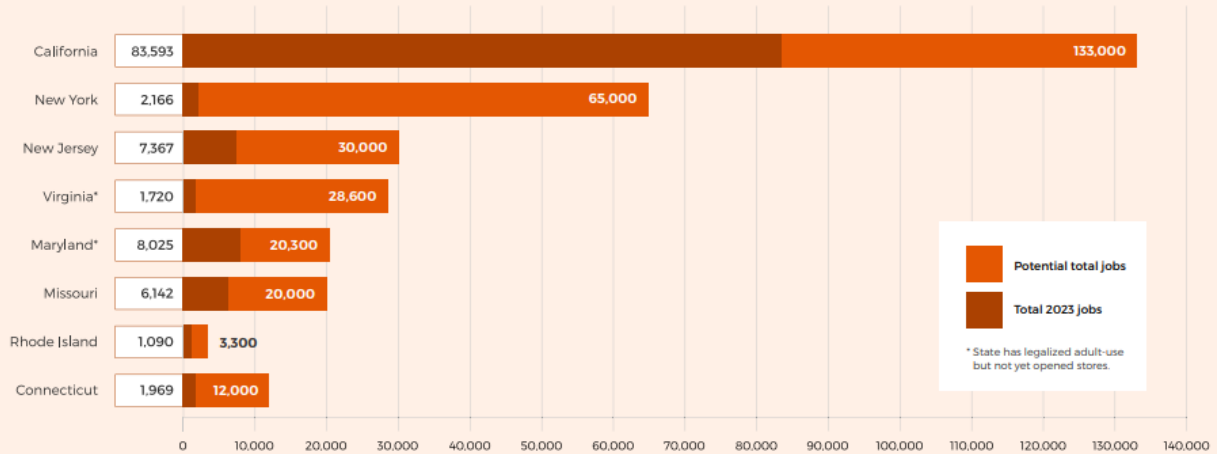
→ **Cannabis jobs:
Biggest gains in past year**

State	Jobs added	% job gain	Total jobs, Feb 2023
Missouri	6,958	350%	9,733
Michigan	4,253	14%	35,405
New Jersey	4,220	133%	7,367
Florida	3,116	12%	29,011
New Mexico	2,532	63%	6,565
Montana	2,013	67%	4,780
Ohio	1,334	22%	7,469
Massachusetts	1,158	4%	28,370
Maine	1,150	85%	2,500
Illinois	1,033	4%	29,925

- Job growth in 2023: In new and emerging markets, look for company headcount to rise dramatically. Already we're seeing ramped-up recruiting in newly-opened legal markets like Missouri, New York, New Jersey, New Mexico, Connecticut, and Rhode Island.

States with the most job growth potential

In the states listed below, the legacy market still satisfies a significant portion of cannabis demand. "Potential Total Jobs" includes direct and indirect (ancillary) jobs supported by legal cannabis at full maturity, when legal state-licensed stores capture more than 90% of the state's total cannabis demand.



13 Barcott, Bruce, et al. "Jobs Report 2023 Economic Headwinds Produce an Industrywide Reset." *Vangst.com*, vangst.com/reports/2023-jobs-report.

In addition to the Vangst cannabis jobs report which you just reviewed, please see this recently issued report from the New Jersey Cannabis Regulatory Commission which provides a summary of how the New Jersey cannabis industry is growing.¹⁴ Of special note is that 337 annual licenses have been awarded and each of these operations (which currently include cultivators, processors, edibles creators, packagers, labs, and cannabis retailers (aka dispensaries) need content specific business management professionals. And as of October 31, 2023, an additional 962 conditional licenses had been granted and all of these businesses are busy trying to convert to an annual license so they can become operational (which means they need municipal approval and properly zoned real estate).



The New Jersey cannabis industry in 2023 has been transformed by regulatory changes that have paved the way for growth and expansion. The reduction of registration and renewal fees for medicinal cannabis patients and caregivers, the removal of restrictions on vertical integration, the

expansion of edible cannabis products, and the elimination of the mandatory waiting period for new ATCs to enter the recreational market have all played crucial roles in shaping the growing industry.

In December, the NJ-CRC began accepting applications for wholesale, distribution, and delivery services licenses -- with the first wholesale and distribution licenses being awarded to social equity applicants during the December 7th public meeting. Now that all license classes are open in New Jersey, there are numerous opportunities for aspiring cannabis business entrepreneurs.

Below are some other highlights from 2023 at the NJ-CRC.



In 2024, we anticipate significant developments in medicinal and adult cannabis spaces. The completion of clinical registrant regulations is expected to advance cannabis research for medicinal purposes -- a meaningful step forward for all cannabis consumers. We will also see the complete elimination of fees for medicinal cannabis patients with the introduction of digital ID cards. The waivers granted to manufacturers to expand edibles products will become permanent regulation during the year.

Rules for consumption areas in the adult-use, recreational cannabis space will be adopted in 2024. These consumption areas will be connected to dispensaries and will offer social gathering opportunities for cannabis smokers. The consumption areas offer a vital solution for individuals needing a suitable place to consume outside their homes. These venues are designed to provide a safe and controlled environment for responsible use of cannabis.

14 <https://www.nj.gov/cannabis/highpoints/20230419.shtml>

A Hemp and Cannabis Business Management Studies program at Stockton can have a significant impact on the community surrounding the university and on social mobility. The creation of new hemp and cannabis-related businesses and the cultivation of new job opportunities is one way that a Cannabis Studies degree can foster social mobility. As students in the program gain the skills and knowledge needed to work within the hemp and cannabis industries, they may contribute to startups that provide jobs and other economic benefits to the community, particularly benefiting underrepresented groups.¹⁴ Additionally, many hemp and cannabis studies programs offer resources and support to local businesses in the cannabis sector, including access to funding, mentorship, and networking opportunities, which can aid these businesses in growth and success.

Specific knowledge of and skills directly related to the cannabis industry are expected and valued because our state has unique rules that must be followed and procedures that must be implemented by business professionals. These rules take years to learn and can be the difference between a successful and failed cannabis business. In addition, our graduates with this degree would be well suited to work in other highly regulated, nuanced industries such as gaming, alcohol and tobacco, and pharmaceuticals.

The proposed Hemp and Cannabis Business Management Studies program adequately addresses the need for industry input in the design and development of the program. Too, there are several ways in which industry input could be integrated into future planning and program development, including:

Launching an Industry Advisory Board who would lend their time, experience, and talent to contribute in ways such as:

- Responding to the program's curriculum
- Sharing the skills and knowledge that employers are seeking in graduates in these fields of study
- Enumerating the resources required to support students in their hemp and cannabis-related endeavors, and other aspects outlined in the Assessment section
- Providing mentorship to students

By incorporating industry input into the design and development of the program, Stockton can ensure that the program aligns with the needs of the hemp and cannabis sector and that graduates are well-equipped to excel in hemp and cannabis-related roles.¹⁵

14 “It Is Time for a Cannabis Opportunity Agenda.” Brookings, www.brookings.edu/articles/it-is-time-for-a-cannabis-opportunity-agenda/.

15 Hahn, Christopher, and Jeanene Gangeness. “Business, Leadership and Education: A Case for More Business Engagement in Higher Education.” American Journal of Business Education – First Quarter 2019, vol. 12, no. 1, 1 Mar. 2019.

Minimal Duplication of Hemp/Cannabis Curriculum with Comparable Programs of Study in the State

Summary Chart

New Jersey Higher Education Institutions Offerings for Hemp/Cannabis Education	Hemp/Cannabis Education Offerings	Type of Degree/For Credit Certificates	Courses/Credits
Hudson County Community College	Associates Degree in Cannabis	A.A. Business Administration-Cannabis Concentration	60 Hours
William Paterson University	Undergraduate Certification in Cannabis Studies	Undergraduate Certificate	15 Hours (5 Courses)
Rowan University	Certificate of Undergraduate Study in Cannabis Entrepreneurship	Undergraduate Certificate	12 Hours (4 Courses)
	Certificate of Graduate Study in Cannabis Commercialization	Graduate Certificate	9 Hours (3 Courses)
	MBA Concentration in Cannabis Commercialization	MBA in Cannabis Commercialization	18 Hours (6 Courses)
			;Plus 18 additional non-cannabis hours

The establishment of the Hemp and Cannabis Business Management program at Stockton University represents a significant expansion of educational opportunities for prospective students seeking specialized training -and indeed, an undergraduate degree- in this field. It is worth noting that Hudson County Community College offers an Associate Degree in Cannabis, Rowan University offers an MBA with a Concentration in Cannabis Studies and William Paterson University offers a 5 course undergraduate Cannabis Certificate. But no other higher education institution in New Jersey currently offers an undergraduate cannabis degree.

Indeed, any professional job in cannabis or in what are called ancillary (or support) industries do require at least a bachelor’s degree. A few entry level jobs that do not require a bachelor’s degree include: beginning cultivators (growers), trimmers (one who uses scissors to cut leaves off of the plant) and budtenders (retail clerks). But budtenders generally need to have at least some cannabis knowledge. Having a degree also puts an employee in line for promotions as is evidenced by many of our graduates who have received promotions. Overall, it is estimated that at least 75% of cannabis and ancillary services employees have at least a bachelor’s degree and a specific advanced degree equals a sought-after employee.

Although there are no direct competitors regarding an undergraduate cannabis degree, an analysis of the cost of tuition compared with other state colleges/universities (who provide multiple cannabis courses) is provided (see [Appendix D](#)). Note, too, that the rise of offerings in terms of individual cannabis courses and continuing education certificates at various institutions speaks to the popularity of cannabis curriculum in New Jersey.

Hemp and Cannabis Curriculum (and Institutes) in New Jersey's Institutions of Higher Education (Including Community Colleges)

New Jersey City University offers one cannabis course.

MGMT 219 Cannabis (Marijuana) and Business (3 Credits)

Description: This course introduces students to the rapidly-growing cannabis (marijuana) industry and the entrepreneurial opportunities presented. Students will explore many of the business, ethical, and legal issues unique to the cannabis industry, such as the challenges in securing banking services, lack of industry-specific guidelines, and inconsistent workplace policies regarding cannabis.

Rowan University

Degree Programs

Rowan recently approved two new certificate graduate and undergraduate cannabis programs. Namely, a Certificate of Undergraduate Study in Cannabis Entrepreneurship, a Certificate of Graduate Study in Cannabis Commercialization and an MBA Concentration in Cannabis Commercialization. Pointing out that the Rowan MBA degree offers a concentration on cannabis is important because it points out that we can also characterize (and market) our degree as both a stand alone degree and a Management degree with a focus on cannabis; these are not mutually exclusive notions.

Another interesting note about Rowan is that they are developing a Cannabis Apprenticeship program. Their website states, "The Cannabis Apprenticeship Training Initiative consortium includes the New Jersey Department of Labor and Workforce Development (NJDOL), Rowan University, Rowan College of South Jersey, the United Food and Commercial Workers Local 360, the New Jersey State AFL-CIO, the Gloucester County Workforce Development Board, and Loud Wellness, Inc. of Glassboro." This devotion to a university/government/union/private business partnership points out the need for trained cannabis professionals- something that our degree program can do as well.

Rowan University also offers courses in Cannabinoid Chemistry

- Prior to enrolling in this program, a Bachelor's degree is needed.
- It is comprised of 4 courses (3 required and 1 elective), totaling 12-13 semester hours
- Program Goal: This program will train students in the fundamental and underlying science necessary for the analysis of marijuana, cannabinoids, and related materials. This training would be useful to careers in health professions, food science, pharmaceuticals, and biotechnology.

Rowan University has an Institute for Cannabis Research, Policy, and Workforce Development Goals for the Institute include: Rowan's cannabis institute provides guidance for policymakers, healthcare professionals, pharmaceutical industries, government agencies, and businesses as it relates to the legalization of cannabis.

The institute focuses on 3 key areas:

- Center for cannabinoid Science and Therapeutics
- Socio-Behavioral, Security & Law Enforcement Cannabis Center
- Center for Cannabis Workforce Development

Rutgers University has working groups focusing on/researching these 4 hemp topics (but these are not student-focused for credit courses):

- Hemp Controlled Environmental Production
- Hemp Agronomy and Production
- ‘Hemp Analytics and Sampling
- Hemp Marketing and Economics

But Rutgers University does offer a few general cannabis/hemp courses.

Cannabis: From Counterculture to Cure-All

This course is designed to teach basic principles of numerous scientific fields from the vantage of Cannabis Sativa. We will consider the pharmacology, physiology, and neurobiology of its most well-known active ingredients -THC and CBD.

Hemp and Medical Cannabis

This course will introduce students to the world of this unique species, Cannabis sativa. The course will address the diversity of C. sativa varieties, including wild varieties and three important groups with remarkable economic products, including fiber, oilseeds, and psychoactive compounds. The course discusses the history and classification of Cannabis and its horticulture, focusing on primary production and post-harvest handling and processing technologies, chemistry (e.g., THC, CBD, fatty acids, fiber content, adulteration), quality (safety and efficacy), legal and regulatory issues, and agricultural commercialization of new Cannabis crops.

NB: Rutgers Law School launched a six-month Certificate in Cannabis Law and Business in January 2023. It is a non-credit program.

The College of New Jersey offered two individual cannabis courses as special topics in the past (2015 and 2020 respectively), but they are not being offered now:

The Politics of Marijuana (2015)

Cannabis Law (2020)

William Paterson University of New Jersey offers an Undergraduate Certificate in Cannabis Studies:

Program Description: The Cannabis Studies undergraduate certificate program provides the multidisciplinary knowledge addressing clinical, economic, public health, chemical, and legal aspects of cannabis products. This 15-credit online program prepares students for the growing job opportunities in the cannabis industry as well as other related sectors such as healthcare. The program is designed to serve students with any background. During the course of the program, students will have the opportunity to connect to employers in the related sectors.

Here is a list of required courses:

CHEM 1250 Chemistry of Cannabis Credits: 3.0

ECON 3580 Economics of Cannabis Credits: 3.0

PBHL 2170 Cannabis and Public Health Credits: 3.0

PHIL 2420 Philosophy and Cannabis Credits: 3.0

And students choose one of the following courses:
SLP 2400 Topics in Cannabis Use Credits: 3.0
PSY 2400 Topics in Cannabis Use Credits: 3.0

William Paterson University of New Jersey also has an Institute related to cannabis called the Cannabis Research Institute. The Cannabis Research Institute at William Paterson University is designed to provide evidence-based scientific and social scientific information on topics related to cannabis, as well as opioid drugs and other substances.

New Jersey Community Colleges re Cannabis Curriculum

Hudson County Community College is the clear leader in cannabis education in New Jersey at the community college level. They are the sole New Jersey community college to offer an Associate Degree in Cannabis Studies. The degree is called Business Administration - Cannabis Studies Option, AS. Note that Stockton University has a close relationship with Hudson County CC as we have supported their hemp/cannabis curriculum efforts for years. Their Dean (Ara Karakashian) is interested in offering a Cannabis 2 + 2 degree (with Stockton) as soon as possible! This would be a significant development as we would be the only schools in New Jersey to offer a 2 + 2 degree in hemp and cannabis studies.

Here is the program description:

HCCC's Associate in Science in Business Administration - Cannabis Studies prepares graduates for entry-level administrative and supervisory positions in the cannabis business field. Graduates of this AS Degree are prepared for employment in cannabis cultivation, manufacturing, delivery, wholesale, and retail. The program provides business knowledge and skills as the foundation for more specialized and/or advanced study. The curriculum includes communication skills, accounting, economics, finance, marketing, business management, and electives that prepare students for specialized and advanced courses. The AS Business Administration - Cannabis Studies Option program provides students with the skills to secure a leadership position in the cannabis business field.

Here are the General Education and Associate Degree required courses (60 hours in total):

Complete the following courses:

ENG-101 (ENG-101 College Composition I)

ENG-102 (ENG-102 College Composition II)

MAT-110 or MAT-116: (MAT-110 Precalculus; MAT-116 Pre-Calculus for Business)

CSC-100 (CSC-100 Intro to Computers and Computing)

1 LAB Science Elective - 4 credits

ECO-201 Principles of Macroeconomics

ECO-202 Principles of Microeconomics

1 Diversity Elective

ENG-112 (ENG-112 Speech)

1 Humanities Elective

(30 hours of General Education)

Cannabis AS Major Requirements

CSS-100 (CSS-100 College Student Success)

BUS-103 Introduction to Business

ACC-121 Principles of Accounting I

BUS-230 Business Law

MAN-121 Principles of Management

ENG-211 Business Communications

CAN-101 Cannabis Compliance

CAN-121 Justice in Cannabis

CAN-201 Cannabis Health and Safety

CAN-221 Cannasseur Level I (this is a cannabis course)

(30 hours of Business and Cannabis Education; taken with the General Education requirements, the program consists of 60 hours in total).

NB: Stockton University does not offer for credit classes in Cannabis Compliance, Cannabis Health and Safety, and Cannasseur Level I which would be valuable classes for our students to take.

Bergen County Community College

This institution offers two individual cannabis courses.

BIO-250 Physiological Actions of Cannabinoids in Humans

This course focuses on the medical uses of the active compounds THC and CBD found in cannabis. Health issues responsive to treatment with cannabis-derived compounds are discussed in non-technical terms, along with explanations of how clinically positive outcomes employing these treatments have been achieved. Side effects associated with the use of these substances are also addressed. Projects assigned to students supplement the material covered in lecture. Lecture [3.00].

BIO-251 Commercial Practices Used in the Cultivation of Cannabis Species

This course will explore the controlled atmosphere production facilities for medical cannabis (greenhouse and Growth Chamber) and field production of industrial hemp. The environmental, biological, chemical, and cultural practices used in cannabis cultivation will be discussed and demonstrated under greenhouse and field conditions. Student projects and hands on research will be a significant portion of the laboratory sessions. Lecture [2.00] Lab [2.0].

NB: Like most New Jersey community colleges, Bergen County CC offers a cannabis certificate through their continuing education/adult education department. These are non-credit courses and are often acquired through independent cannabis education companies who create for-profit cannabis curriculum. The quality of these programs vary wildly.

Mercer County CC offers a cannabis certificate through their continuing education/adult education department. They acquired their curriculum through an independent, for-profit cannabis education company. The program consists of 15 hours of zoom sessions.

Atlantic Cape CC offers a cannabis certificate through their continuing education/adult education department. They acquired their curriculum through an independent, for-profit cannabis education company. The program consists of 15 hours of zoom sessions.

Middlesex County CC offers a cannabis certificate through their continuing education/adult education department. They acquired their curriculum through an independent, for-profit cannabis education company. The program consists of 15 hours of zoom sessions

Union College offers a cannabis certificate through their continuing education/adult education department. They acquired their curriculum through an independent, for-profit cannabis education company. The program consists of 15 hours of zoom sessions.

Passaic County CC offers a cannabis certificate through their continuing education/adult education department. They acquired their curriculum through an independent, for-profit cannabis education company. The program consists of 15 hours of zoom sessions.

Essex County CC offers a cannabis certificate through their continuing education/adult education department. They acquired their curriculum through an independent, for-profit cannabis education company. The program consists of 15 hours of zoom sessions.

Rowan College of South Jersey (which is a community college) offers a cannabis certificate through their continuing education/adult education department. They acquired their curriculum through an independent, for-profit cannabis education company. The program consists of 15 hours of zoom sessions.

NB: Other New Jersey community colleges that are not listed here such as **Brookdale CC** and **Warren County CC** simply do not offer any hemp nor cannabis curriculum.

Other New Jersey universities that do not offer cannabis curriculum include:

Kean University

Montclair State University

New Jersey Institute of Technology

Thomas Edison State College

The bottom line is that other New Jersey universities are not focused on undergraduate cannabis education like we are. Given our successful first-in-market launch of a cannabis minor and because we have hosted successful events such as career fairs, free quarterly education events, and grow hemp on our farm, we have been doing more on the undergraduate level in cannabis and should continue to do so.

And our Continuing Studies department can continue to be competitive by serving adult learners who want to enter the cannabis market but are not enrolled students. In fact, our Continuing Studies department offers more stand alone hemp/cannabis courses than any other NJ university.

References:

<https://catalog.njcu.edu/undergraduate/courses/mgmt/>

- <https://www.njcu.edu/community/events/cannabis-awareness-education-panel>
- <https://www.njcu.edu/academics/schools-colleges/school-business/business-economics-research/gothic-research-seminar-series>
- <https://www.ramapo.edu/hgs/news/>
- <https://stockton.edu/general-studies/cannabis-studies.html>
- <https://stockton.edu/cannabis-hemp-research-initiative/>
- <https://stockton.edu/news/2019/cannabis-certificate-program.html>
- <https://global.rowan.edu/programs/cannabinoid-chemistry-certificate-of-graduate-study.html>
- https://sites.rowan.edu/president/_docs/9.15.21-bot-audience.pdf
- <https://research.rowan.edu/centers/institute-cannabis-research/index.html>
- <https://chss.rowan.edu/centers/social-behavioral-security-and-law-enforcement-cannabis-center-ssl/index.html>
- <https://today.rowan.edu/events/2021/12/law-business-cannabis.html>
- <https://today.rowan.edu/events/2021/05/cannabis-webinar.html>
- <https://sare.rutgers.edu/hemp.html>
- <https://www.nj.com/marijuana/2018/12/an-nj-university-started-offering-marijuana-classes-this-year-now-its-getting-some-help.html>
- https://kines.rutgers.edu/images/377.360_Fall_2020_Buckman_.pdf
- <https://plantbiology.rutgers.edu/undergrad/plantbiology/courses/syllabus/11.776.390-HEMP-MEDICINAL-CANNABIS-2020.pdf>
- <https://nbprovost.rutgers.edu/byrne-seminars/courses/responsibility-grows-garden-state-introduction-cannabis-research-through> <http://www.cpe.rutgers.edu/MCS2019/>
- https://events.law.rutgers.edu/#!/view/event/event_id/978
- https://sare.rutgers.edu/hemp_educational_event.html
- <https://innovate.njaes.rutgers.edu/events/getting-hemp-started-in-nj/>
- <https://plant-pest-advisory.rutgers.edu/2021-nj-ag-vganj-convention-virtual-educational-sessions-2/>
- <https://innovate.njaes.rutgers.edu/events/>
- https://sare.rutgers.edu/pdfs/March_18_Hemp_Meeting_Hunterdon.pdf
- <https://hss.tcnj.edu/wp-content/uploads/sites/157/2012/10/Schedule-Announcements-Spring-2013.pdf>
- <https://u.osu.edu/teachingdrugs/cannabis-courses/>
- <https://wpunj.edu/cannabis-institute/>
- https://www.mccc.edu/ccs/programs/ccs_program_cannabis.shtml
- <https://www.raritanval.edu/career-training/professional-certifications/medical-cannabis-training>
- <http://www.atlantic.edu/academics/conted/professional-development/cannabis-dispensary-training.php>
- <https://bergen.cannabisstudiesonline.com/>

Resources

Library Resources

No new library resources are needed to support the BS in Hemp and Cannabis Business Management as the University's existing resources will be utilized.

A search in the library's A-Z database for the terms "hemp" and "cannabis" yields thousands of resources including:

	Hemp	Cannabis
Articles	208,511	156,826
Web Resources	109,507	101,894
Magazine Articles	30,870	14,825
Reports	7,576	6,447
Book Chapters	6,008	3,811
Reviews	4,748	2,907
Text Resources	3,513	3,181
Reference Entries	2,872	1,498
Dissertations	1,702	1,080
Journals	7	10

In particular, the hemp and cannabis journals that are available offer analysis of economic data, emerging product trends, cutting edge research projects, and societal impacts. And as the program - and hemp and cannabis industries- evolve, faculty will work with Library staff to enhance our availability of hemp and cannabis research sources.

Class Modality

The BS in Hemp and Cannabis Business Management program has access to computer science-related resources such as the ACM Digital Library and Computer and Information Systems Abstracts, which are provided by the Association for Computing Machinery. These resources contain full-text articles and bibliographic literature covering computing and information technology.

In compliance with the University's federal compliance and Middle State Accreditation as a primarily, in-person undergraduate institution, the program is required to offer more than 50% of the courses in person. The modality of courses found in the HACM program will be delivered as face-to-face, hybrid, or online based on the term, instructor, and to meet the ratio as a primary, in-person institution. Please refer to Appendix A for the curriculum degree mapping that designates course modalities.

Notes about Faculty Coverage of Hemp and Cannabis Business Management Courses:

- the program will be supported by a full-time NTTP faculty member with expertise in the hemp and cannabis industries. As an NTTP with a 4-4 load, this faculty member will teach several of the hemp and cannabis focused courses.
- the overwhelming majority of the other courses in the program will be taught by full-time faculty in the School of Business since it relies on the business core that contains courses that are taught by full-time faculty in all but a few sections.

- we already have Emmanuel Small lined up to be Program Chair and an existing tenured faculty member in Management has agreed to serve in this role once the program launches.

That is, the Hemp and Cannabis Business Management program will be managed by a team of faculty members from the Business School, particularly those from the Management program. In addition, faculty from NAMS and GENS who have been teaching the popular Minor in Cannabis Studies courses will continue their involvement. The curriculum of the program will be taught by faculty members who have expertise in relevant areas (see Appendix G). A total of 14 out of 20 courses in the HACM FOUNDATION (including Experiential Learning) and the BSNS CORE will be taught primarily by existing Management faculty. Based on the enrollment of students, certain courses will be offered under the HACM acronym. As mentioned, it is expected that faculty members from other programs will continue to teach their existing Minor in Cannabis Studies courses.

As per the standard practice of the Management program, students will meet with their assigned advisor and also have the option to participate in group advising sessions with all HACM faculty members. As the university is currently experiencing a decline in enrollment, the Management program has available seats and utilizing its faculty members maximizes the resources and staff of the Business School.

The Hemp and Cannabis Business Management Task Force, with the support of the Dean of the Business School, will recommend, vote, and select the program chair (see Appendix E).

Recently, the programs of the School of Business were evaluated. A major finding, consistent across all disciplines, was that students are looking for specific degrees rather than concentrations. In line with this trend, offering a degree in Hemp and Cannabis Business Management will be more valuable than a concentration or standalone B.S. as it will provide students with an in-depth education in this industry area, rather than a general degree with the option to select concentration electives. Furthermore, having a specific degree program in Hemp and Cannabis Business Management will lend more legitimacy to the robustness of the program, and give students more targeted experience with the capacity to cover the wide range of skills required for success in the booming hemp and cannabis industry.

And there will be no need for new faculty lines to cover these courses. An existing NTTP position is being filled that could cover up to 4 + 4 courses per year and handle the internship program. Then, several very qualified adjunct instructors -with deep hemp and cannabis backgrounds- have already applied based on one LinkedIn appeal. More adjuncts could be easily recruited if needed.

The Existing Minor in Cannabis Studies

In addition to a Bachelor of Science in Hemp and Cannabis Business Management degree, the School of Business proposes to keep the Minor in Cannabis Studies program in GENS. This is where the Minor has been housed since 2018 and the program has grown considerably and is well established and administered.

The Minor in Cannabis Studies will continue to benefit students who want to pursue a different major but also want to develop a usable baseline of cannabis knowledge. By taking three core courses plus one elective and by participating in an experiential internship, these students can pursue opportunities in hemp, cannabis, and other popular industries. Additionally, the Minor in Cannabis Studies attracts and serves non-business majors ensuring continued strong enrollment. Finally, as you will note in the curriculum pathways documents, the courses from the Minor in Cannabis Studies have been integrated into the proposed Hemp and Cannabis Business Management curriculum.

APPENDIX A
CURRICULUM FOR PROPOSED B.S. IN HEMP AND CANNABIS BUSINESS
MANAGEMENT

Temporary placeholder until the curriculum with course numbering is approved.

B.S. Hemp and Cannabis Business Management					
Fall 2024 – Spring 2025					
BSNS REQUIREMENTS: All BSNS program courses must be completed with a grade of “C” or better					
BSNS Core:	44			Hemp and Cannabis Management:	28
CIST 1206 Statistics	(4)			HACM 1001-New Course: Introduction to Hemp and Cannabis	(4)
ECON 1200 Macroeconomics	(4)			HACM 2000-New Course: Hemp & Cannabis Operational Fundamentals	(4)
BUSA 2110 Technology in Business	(4)			HACM 3000-New Course: Hemp and Cannabis Economics	(4)
ACCT 2110 Financial ACCT	(4)			HACM/GEN 2347 Introduction to Medical Cannabis	(4)
ACCT 2120 Managerial ACCT	(4)			HACM/GSS 2198 Cannabis Law	(4)
BUSA 2120 Introduction to Business Analytics	(4)				
MGMT 2110 Intro to Management	(4)			HACM Electives: Choose Two	
MKTG 2110 Marketing Principles	(4)			HACM/GNM 2286 Cannabis Cultivation	(4)
PLAW 2120 Business Law or PLAW 3110 Legal, Social, Ethical Environments of BSNS	(4)			HACM/GEN 2162 Social Justice and Cannabis	(4)
FINA 3110 Intro to Finance	(4)			HACM/GEN 2117 Integrated Cannabis Media	(4)
BUSA 3120 Operations Management	(4)			HACM/GEN 2394 Cannabis and Communications	(4)
MGMT 4112 Business Policies and Strategies (Seniors only)	(4)			GNM 1014 Business and Life	(4)
				HACM/GNM 3105 Psychopharmacology	(4)
Experiential Learning Sequence:	8			GNM 3164 Hydroponics	(4)
HACM 3243 Preparation for Cannabis Internship	(4)			GIS 3348 Social and Ethical Considerations of Business	(4)
HACM 4900 Hemp and Cannabis Internship	(4)				
GENERAL STUDIES REQUIREMENTS:					32 credits
G COURSES: (32 total credits) No more than 12 credits in any "G" category may be applied towards the BS degree.					
GEN General Interdisciplinary	(4)			GNM General Natural Science & Math	(4)
GIS-General Integration & Synthesis (Jr. yr.)	(4)			GNM General Natural Science & Math	(4)
GAH General Arts & Humanities	(4)			GSS General Social Science	(4)
GAH General Arts & Humanities	(4)			GSS General Social Science	(4)
AT SOME DISTANCE Electives: (16 total credits) Courses unrelated to your major (may include CSIS courses) ECON 1200 required (4 credits)					
ECON 1200 Macroeconomics	(4)				(4)
	(4)				(4)
GENERAL STUDIES OUTCOME REQUIREMENTS: These course attributes should be completed within the 128 credits needed to graduate.					
(A) Arts				(V) Values/Ethics	
(H) Historical Consciousness				(I) International/Multicultural	
(R1) Race and/or Racism Intensive				(R2) Race and/or Racism Education	
GENERAL STUDIES WRITING REQUIREMENT: (4 courses)					
Two W1 courses may be in transfer. W2 courses must be taken at Stockton.					
W1		W1/W2		W1/W2	
				W1/W2 at 3000 Level	
GENERAL STUDIES QUANTITATIVE REASONING REQUIREMENT: (3 courses)					
Two Q1 courses may be in transfer. Q2 courses must be taken at Stockton.					
Q1		Q2		Q1 or Q2	
NB: HACM 2000 Hemp and Cannabis Operational Fundamentals Satisfies BUSA 3120 Requirement.					
NB: HACM 3000 Hemp and Cannabis Economics Satisfies ECON 1400 Requirement.					

As stated on the Stockton University website here are the Program Requirements for the Minor in Cannabis Studies:

As is the case with other interdisciplinary minors, this minor consists of 5 courses.

All students take:

- Introduction to Medical Cannabis (HACM 2347)
- Cannabis Law (HACM 2198)
- Internship Preparation (HACM 3243)
- Hemp and Cannabis Internship (HACM 4900)
- The fifth course is an elective which can be chosen from a wide variety of courses

NB: The course numbers for Medical Cannabis, Cannabis Law, Internship Preparation and the Hemp and Cannabis Internship are subject to approval.

Students can intern in a wide variety of areas: cultivation, energy efficiency, small business operations, communications, social media, retail, patient research, etc. For the elective course students can choose from related General Studies' courses (such as Hydroponics, GNM 3164 or Social and Ethical Considerations of Business, GIS 3348) or from courses in the Integrative Health minor, or any other program course in a student's specific area of interest.

The Minor in Cannabis Studies and the Major in Hemp and Cannabis Business Management can coexist and will support each other. The Minor is appropriate for students who want a baseline of cannabis knowledge to enhance their Major degree. And the Major in Hemp and Cannabis Business Management is ideal for students who want a Major that will position them for a career in business and/or entrepreneurship in the hemp or cannabis industry.

DEGREE MAP FOR B.S. IN HEMP AND CANNABIS BUSINESS MANAGEMENT

This is a **suggested** plan of study for completion of this degree program. The **goal** of a Degree Map is to ensure that students graduate with no greater than 128 credits and in four years.

- All students should speak with their preceptor about their academic programs. Students are advised to reference their Degree Works for information about their program's At-Some-Distance and Cognate courses.
- Transfer students may not need to take all courses in the plan; they should consult with an academic advisor.

FIRST YEAR – FALL SEMESTER	
Subject: FRST or G-course Optional Attribute: Seminar and a W1	4 credits
Subject: FRST or G-course Attribute: W1 or W2	4 credits
Subject: ASD Attribute: W1 or W2	4 credits
CIST 1206-Statistics	4 credits
Total Course Load as of First Year Fall Semester	16 credits

FIRST YEAR – SPRING SEMESTER	
Subject: FRST or G-course Attribute: A, H, I, R, and/or V	4 credits
Subject: ASD or G-course Attribute: A, H, I, R, and/or V	4 credits
ECON 1200-Macroeconomics	4 credits
HACM 1001-Intro to Hemp and Cannabis	4 credits
First Year Credit Total Overall	32 credits

SECOND YEAR – FALL SEMESTER	
Subject: G-course Attribute: A, H, I, R, and/or V	4 credits
ACCT 2110-Financial Accounting	4 credits
MKTG 2110-Marketing Principles	4 credits
MGMT 2110-Introduction to Management	4 credits
Total Course Load as of Second Year Fall Semester	48 credits

SECOND YEAR – SPRING SEMESTER	
Subject: G-course Attribute: A, H, I, R, and/or V	4 credits
ACCT 2120-Managerial Accounting	4 credits
BUSA 2120-Introduction to Business Analytics	4 credits
HACM/GSS 2198-Cannabis Law	4 credits
Second Year Credit Total Overall	64 credits

THIRD YEAR – FALL SEMESTER	
Subject: G-course Attribute: A, H, I, R, and/or V	4 credits
PLAW 2120 Business Law or PLAW 3110-Legal, Social, Ethical Environments of BSNS	4 credits
HACM/GEN 2347-Introduction to Medical Cannabis	4 credits
FINA 3110- Introduction to Finance	4 credits
Total Course Load as of Third Year Fall Semester	80 credits

THIRD YEAR – SPRING SEMESTER	
Subject: G-course Attribute: W1/W2	4 credits
HACM 2000-Hemp and Cannabis Operational Fundamentals (Replaces BUSA 3120)	4 credits
BUSA 2110-Technology in Business	4 credits
HACM 3000-Hemp and Cannabis Economics (Replaces ECON 1400)	4 credits
Third Year Credit Total Overall	96 credits

FOURTH YEAR – FALL SEMESTER	
Subject: ASD or G-course Attribute: A, H, I, R, and/or V	4 credits
Program Elective	4 credits
Program Elective	4 credits
HACM/GEN 3243-Preparation for Cannabis Internship	4 credits
Total Course Load as of Fourth Year Fall Semester	112 credits

FOURTH YEAR – SPRING SEMESTER	
Subject: G-course Attribute: W1/W2	4 credits
Subject: ASD or G-course Attribute: A, H, I, R, and/or V	4 credits
MGMT 4112-Business Policy & Strategy	4 credits
HACM 4900-Hemp and Cannabis Internship	4 credits
Fourth Year Credit Total Overall	128 credits

Program Specific Notes

- This is a recommended plan of study, but students will often have to deviate from this plan. Students will need to make adjustments based on their specific circumstances, including courses they have taken and the availability of courses each semester. Students should meet with their preceptor to discuss course selection each semester.

- Many of these courses have pre-requisites. This plan encourages students to take certain courses early in their time at Stockton because they must be taken before other courses. Before attempting to register for a course, students should confirm that they have satisfied any pre-requisites.
- Attributes (A, H, I, V, Q1/2, W1/2, and R1/2) are not additional course(s), but instead related to the content of courses and are attached to certain courses that you will take throughout the curriculum.
- As you select courses, particularly General Education and At-Some-Distance courses, you should select courses that satisfy at least one attribute when possible.

NB: This document is not a substitute for academic advisement.

ADDITIONAL INFORMATION

- **FIRST (FRST).** All newly admitted freshmen or transfer students with 15 or fewer credits are required to fulfill the University's first-year competency requirement. The requirement may be met by demonstrating competency on the placement tests, or by passing, with a grade of C or better, all FRST courses: FRST 1101 – College Writing, 1002 – Critical Thinking and Reading, and 1103 – Quantitative Reasoning into which students have been placed. Students enrolled in FRST 1100 – Developmental Mathematics must receive a grade of C or better, and then enroll in and receive a grade of C or better in FRST 1103 to demonstrate competency. Full-time students must register for all required FRST courses in their first semester. Depending on time to completion of competency requirements, some students may need additional time for degree completion. *Note-* certain FRST courses also meet the requirements of the General Studies course distribution categories.
- **General Studies.** B.S. students must complete 48 credits of General Studies with the distribution requirement of: 8 GAH, 4 GEN, 4 GIS, 8 GNM, 8 GSS and 16 ASD (At Some Distance). See 2022-2023 Bulletin for more information.
- **W1/W2- Writing requirement.** Students are required to complete (C or better) four Writing intensive (W1/W2) courses. One W1 is required in the first year and an additional three W1 or W2 with one in the upper-level division (3000-level or higher). W1/W2 courses can be found in General Studies or Program/cognate courses depending on major.
- **Q1/Q2- Quantitative Reasoning.** Students are required to complete (C or Better) three Q1/Q2 courses. One Q1 in the freshman year and at least one Q2. Q1/Q2 courses may be found in General Studies or Program/cognate course depending on major.
- **R1/R2- Race and Racism.** Students are required to pass one (1) R1 and one (1) R2 course. R1/R2 courses may be found in General Studies or Program/cognate courses depending on major.
- **Minor program.** Students may select a Minor program of study, in consultation with their preceptor. Minor courses will replace some of the ASD or Program/cognate courses in the Degree Map. But if a student is acquiring a B.S. in Hemp and Cannabis Business Management they should not also Minor in Cannabis Studies as the required courses for a Minor in Cannabis Studies are deliberately integrated into the B.S. in Hemp and Cannabis Business degree. This will enable some students to make the transition from a minor to a major in hemp/cannabis studies.

APPENDIX B

LEARNING OUTCOMES FOR B.S. IN HEMP AND CANNABIS BUSINESS MANAGEMENT

1) Hemp and Cannabis Business Management-Specific Learning Objective

Graduates will apply and synthesize concepts learned throughout the Hemp and Cannabis Business Management Program to demonstrate a level of professional competency required of a new entrant in the hemp and cannabis industries as an employee, entrepreneur, consultant, or business owner.

2) Fundamental Business Skills

Graduates will be able to perform fundamental business skills in management, finance, accounting, marketing, operations, and business analytics.

- A. Graduates will be able to apply current management, operations, and administrative practices and theories.
- B. Graduates will be able to identify problems, determine potential solutions, and deliver a plan for a marketable product or service to meet market needs.
- C. Graduates will be able to manage the flow of funds within organizations.
- D. Graduates will be able to organize, record, and report business transactions.
- E. Graduates will be able to utilize the interrelationships between customers, products, and companies to guide effective decision-making.
- F. Graduates will be able to apply theories and skills of statistical data analysis and management science to support decision-making processes.

3) Critical Thinking and Problem Solving

Graduates will be able to diagnose problems in various business situations, gather and analyze relevant information to understand the problems, select and implement appropriate solutions and evaluate outcomes.

4) Ethical Reasoning

Graduates will be able to demonstrate ethical reasoning by recognizing moral dilemmas, analyzing their effects on stakeholders, and applying ethics theories to determine alternative solutions to those dilemmas.

5) Professional Communication

Graduates will be able to communicate effectively in a professional environment.

- A. Oral communication: Graduates will be able to deliver information in a persuasive, logical, and organized manner with a professional demeanor using appropriate visual aids and questioning strategies.
- B. Written communication: Graduates will be able to create informational, analytical, and technical documents that are organized and concise, and incorporate credible sources.

6) Teamwork and Inclusion

Graduates will be able to work effectively with various stakeholders in increasingly diverse and global business environments.

- A. Graduates will be able to interact effectively with team members.
- B. Graduates will be able to contribute their expertise to collaborative projects.
- C. Graduates will be able to recognize and implement inclusive and equitable business practices in diverse business environments.

7) Technology Agility

Graduates will be able to use technology to support performance in varying business situations.

- A. Graduates will be able to select and use appropriate technology to gather, analyze, and interpret data to solve business problems, and communicate with employees, stakeholders, investors, and customers.
- B. Graduates will be able to adapt to emerging technologies.
- C. Graduates will be able to identify ethical issues related to the use of technology and data, including privacy, security, and the use of AI tools.

Table B1: Courses in BS Hemp and Cannabis Business Management Program Where Learning Outcomes are Achieved

		B.S. in Entrepreneurship Learning Outcomes																		
		Business Skills								Comm		Team			Tech					
		1	2 A	2 B	2 C	2 D	2 E	2 F	3	4	5 A	5 B	6 A	6 B	6 C	7 A	7 B	7 C		
Required Courses	HACM 1001 Introduction to Hemp and Cannabis	X		X			X					X								
	GSS 2198/HACM 2198 Cannabis Law	X		X	X				X	X	X	X								
	GEN 2347/HACM 2347 Introduction to Medical Cannabis	X					X					X						X		
	HACM 2000 Hemp and Cannabis Operational Fundamentals	X	X	X	X		X					X					X			
	HACM 3000 Hemp and Cannabis Economics	X			X	X	X									X	X			
	GEN 3243/HACM 3243 Preparation for Cannabis Internship	X		X			X				X	X	X							
	HACM 4900 Hemp and Cannabis Internship	X	X	X					X		X	X		X						
Elective Courses	GNM 2286/HACM 2286 Cannabis Cultivation						X			X		X			X	X				
	GEN 2162/HACM 2162 Social Justice and Cannabis	X							X	X			X					X		
	HACM 2394 Cannabis and Communications	X		X					X			X	X			X				
	GNM 2117/HACM 2117 Integrated Cannabis Media	X	X	X							X	X	X					X		
	GNM 3105/HACM 3105 Psychopharmacology						X			X		X	X							
	GNM 3164 Hydroponics	X	X	X							X	X	X							
	GIS 3348 Social and Ethical Considerations of Business			X	X		X	X		X					X			X		

Table B2: BS Hemp and Cannabis Business Management Learning Outcomes Mapped to Stockton University's Essential Learning Outcomes

		B.S. in Hemp and Cannabis Business Management Learning Outcomes																		
		Business Skills								Comm		Team			Tech					
		1	2 A	2 B	2 C	2 D	2 E	3	4	5A	5 B	6 A	6 B	6 C	7 A	7 B	7 C			
ESSENTIAL LEARNING OUTCOMES	Adapting to Change	X				X								X		X	X			
	Communication Skills	X			X					X	X	X	X							
	Creativity and Innovation	X				X	X	X												
	Critical Thinking	X						X	X					X	X					
	Ethical Reasoning	X						X	X					X	X					
	Global Awareness	X												X						

Information Literacy and Research Skills	X	X		X	X	X	X	X		X	X	X		X		
Program Competence	X	X	X	X	X	X	X	X	X	X	X	X		X	X	X
Quantitative Reasoning	X	X	X	X	X	X	X	X	X	X				X	X	X
Teamwork and Collaboration	X									X	X	X	X	X		

APPENDIX C

SCHOOL OF BUSINESS ASSESSMENT COMMITTEE ASSESSMENT TIMELINE FOR THE HEMP AND CANNABIS BUSINESS MANAGEMENT B.S. DEGREE

Role:	Team Leader for Course Assessment of a particular Learning Objective (LO), in a particular course, in a particular semester, SHOULD:			
Semester before:	Review previous assessment activities / instruments for same LO		Plan	
	Repeat/Revise/Redo assessment instrument		Do	
	Get discipline faculty approval for assessment instrument		Check	
	Set up evaluation matrices		Act	
	Set assessment goals			
	Get buy-in for administration to all sections (including adjuncts)			
	Report to disciplinary faculty on or before 2nd precepting day			
	Report to Assessment Committee that "ready to go" by 2nd precepting day			
Semester of:	Oversee administration (in all sections)			
	Collect student data/enter into evaluation matrices			
	Get results/compile statistics			
	Make recommendations (course changes, curriculum changes, other changes, task forces, instrument changes*)			
	Discuss with discipline faculty at *end-of-semester meeting			
	For course or discipline level recommendations, get disciplinary buy-in, develop implementation plan (including responsible person)**			
Semester after:	Report results in start-of-semester program faculty meeting			
	For course or discipline level recommendations, deliver close-the-loop evidence to assessment committee ASAP			
	* Jan for Fall assessments, May for Spring Assessments (before retreat)			
	**Feb BSNS meeting for Fall assessments, Retreat for Spring assessment			
* If the ONLY recommendation to come from this assessment activity is to change the assessment instrument, then redo instrument <u>and</u> the assessment in subsequent semester				

APPENDIX D
 COST COMPARISON OF CANNABIS DEGREE PROGRAMS AT PEER INSTITUTIONS
 BY TUITION

As detailed on pages 19 through 24, there is only one competing New Jersey state university that offers a business degree that is enhanced by a cannabis certificate. That institution is William Paterson University. And Rowan University offers a cannabis MBA. The approximate yearly tuition (and fees) cost of these two institutions is listed below. Note, of course, that the Rowan University number will be higher as it is the price for an MBA. And a student would need an undergraduate degree first.

A few regional universities -outside of New Jersey- with comparable hemp and cannabis curriculum are also listed below. These figures are for Fall 2023 and Spring 2024 tuition and include mandatory fees.

Table

Peer Institutions	Category	Approx. Tuition Cost
<i>Stockton University</i>	B.S. Degree in HACM	\$15,532
William Paterson University	Certificate Plus Business Degree	\$15,510
Rowan University	MBA in Cannabis Commercialization	\$18,696
Medgar Evers College (NY)	Minor Now but Business Degree in Spring 2024	\$18,600
LIM College (NY)	Degree- Cannabis Business	\$31,090
York College (PA)	B.S Degree- Canna Chemistry	\$24,606
Pennsylvania Institute of Technology (PA)	Degree- Cannabis Business	\$14,415
Delaware Valley University (DE)	Degree- Cannabis Horticulture	\$40,680

APPENDIX E
LETTER FROM TASK FORCE MEMBERS

To: Warren Kleinsmith, Dean, School of Business
Stockton University
101 Vera King Farris Drive
Galloway, NJ 08205

February 1, 2024

Dear Dean Kleinsmith:

We are writing to advocate for the creation of a Bachelor of Science degree in Hemp and Cannabis Business Management at Stockton University. As professors, educators, business owners, and entrepreneurs we believe that this program would greatly benefit Stockton students and align with the values and strategic goals of the university. Additionally, it would benefit the region economically by providing highly educated hemp and cannabis employees and business operators.

Stockton University has a long-standing tradition of student-centered higher education and recent recognition for academic excellence and we believe that offering a Hemp and Cannabis Business Management HACM degree would further enhance the quality of education provided to Stockton's students. Hemp and cannabis business operations- and supporting professional ancillary businesses- have become an important driver of economic growth and opportunity. As a leading educational institution, Stockton University has a responsibility to prepare their students to succeed in this rapidly evolving field and to remain competitive in the education landscape.

In addition to the academic benefits, the creation of a Bachelor of Science in Hemp and Cannabis Business Management would also provide a significant boost to the local and regional economy. Research and data demonstrate that new businesses are one of the primary drivers of job creation and economic growth in the United States. By equipping Stockton students with the knowledge and skills needed to participate in, start, and run successful hemp and cannabis businesses, we can help foster the next generation of hemp and cannabis professionals. One key region of impact will be in and around Atlantic City where significant socioeconomic gaps exist.

We are confident that a Bachelor of Science degree in Hemp and Cannabis Business Management would be well received by your students attracting new, high-quality applicants to Stockton University. In addition, such a program dovetails with Stockton University's strategic goals of fostering diversity and inclusion, access to education, teaching and learning, and financial sustainability, and would support the initiatives in strategic enrollment management.

Lastly, when viewing the competitive landscape, Stockton University remains at the forefront of cannabis higher education in New Jersey; this new program solidifies your commitment to this crucial area of study.

We, therefore, urge you to consider the creation of a Bachelor of Science degree in Hemp and Cannabis Business Management at Stockton University. We look forward to welcoming a new era in hemp and cannabis education to New Jersey and stand ready to aid you in your endeavors.

Sincerely,

The Hemp and Cannabis Business Management Task Force
Name and Title and Involvement in the Hemp and Cannabis Industries for The Hemp and Cannabis Business
Management Task Force Listed Below:

Jason Kabbes, Co-Managing Member

Jason Kabbes is a key member of the following businesses: GSCC, OBCC, Diamond Science, Ohio Clean Leaf, and Bridge City Collective. After 8 years in geophysical chemistry research and R1-level university education, he began founding vertically integrated craft-cannabis companies in the midwest and east coast markets (Ohio, Missouri, Illinois, New Jersey, Rhode Island).

Claudia Post

Claudia Post is the Founder and President of the MOST CONSULTING GROUP - a marketing company providing strategic services to the cannabis industry. The MOST CONSULTING GROUP provides Design, Social Media, and Content production services. Claudia Post also runs SCARLETEX - a cannabis delivery servicing both B to B and B to C clients.

Russ Hudson

Russ Hudson is a Member of the Cannabis Consultants Group, Author of The Big Book of Terps, the Molecules Inc. Director of Regulatory Affairs and has 32+ years in cannabis consulting, scientific research, licensing, and compliance.

Enrique Lavin

Enrique Lavín is publisher and editor of NJ Cannabis Insider, a weekly B2B trade newsletter and cannabis business events group, which launched in 2018. An award-winning senior editor at NJ Advance Media, which publishes content on NJ.com, The Star-Ledger and affiliated newspapers, Enrique was the former Opinion editor, an office where he first started covering cannabis. He's been a staff editor at NJ.com/Star-Ledger since 2003.

Brett Goldman

Brett Goldman is a partner at OCan Group, focusing on management, strategy, and government affairs consulting in the US, Europe, Middle East and North Africa, and Sub-Saharan Africa. Brett has nearly a decade in the cannabis industry and was an early pioneer in the Hemp/Cannabinoid space.

Dr. Dave Gordon, MD, IFMCP, ABoIM (he / him / his)

Dr. Dave Gordon is the Founder and Owner of 4 Pillars Health and Wellness, where he provides medicinal cannabis guidance and recommendations to patients, and consults with health-focused cannabis businesses. He is also an Adjunct Instructor at the Community College of Denver teaching courses on Cannabis and Public Health, and Endocannabinoid System Physiology and Cannabis Pharmacology.

Patricia Walker

Patricia Walker operates Luna Verde Cannabis Consulting working with clients such as Valley Wellness, NJ + NY Cannabis Certified, Union Chill Cannabis Company and the Women's Cannabis Chamber of Commerce. Patricia Walker has 16+ years experience in the cannabis industry as a consultant and higher education professional; specializing in business startups and operations, business development and strategies, education, and regulatory/government relations. To: Warren Kleinsmith, Dean, School of Business

APPENDIX G
FACULTY DEPLOYMENT AND QUALIFICATIONS

Table G1: Faculty Deployment Data

Deployment				
Instructors	Participating Credit Hours	Supporting Credit Hours	Total Credit Hours	Deployment Based on SCH
2020 Standards				>60% 1
				80% (560/700)
AMADIO M	140		140	
BUSLER M	140		140	
EHIUBUCHE C	140		140	
DEFEIS G	140		140	
ADJUNCT		140	140	
Total ENTR	560	140	700	
*The table follows the logic that 5 courses will be taught in a given semester				

[1] Per 2020 AACSB Standards, "...participating faculty members will deliver at least 75 percent of the school's teaching globally (i.e., across the entire accredited unit); participating faculty members will deliver at least 60 percent of the teaching within each discipline, regardless of whether the school has a degree, major, concentration, etc., in the discipline.

Additionally, while participating faculty ratios are expected to be met by the discipline, they are not intended to be applied to degree programs, locations, and modalities. Instead, a peer review team would normally expect an appropriate blend of participating and supporting faculty to be deployed across these areas. Retrieved from: <https://www.aacsb.edu/-/media/documents/accreditation/2020-aacsb-business-accreditation-standards-jul-1-2022.pdf?rev=b40ee40b26a14d4185c504d00bade58f&hash=9B649E9B8413DFD660C6C2AFAAD10429>

2022.pdf?rev=b40ee40b26a14d4185c504d00bade58f&hash=9B649E9B8413DFD660C6C2AFAAD10429

Table G2: Faculty Qualifications Data

AACSB Qualifications						
Instructors	SA	PA	SP	IP	other	Total
2020 Standards	>40% ²					> 90% ³
Total ENTR	4			1		5
AMADIO M	1					
BUSLER M	1					
EHIUBUCHE C	1					
DEFEIS G	1					
ADJUNCT				1		
Total Qualifications	80%					100%

*The table follows the logic that 5 courses will be taught in a given semester

[1] Per 2020 AACSB Standards, "...minimum of 40 percent of a school's faculty resources are SA and 90 percent are SA+PA+SP+IP at the global level (i.e., across the entire accredited unit) and in disciplines defined by the school in alignment with degrees or majors. Where a school maintains generalist degrees (e.g., BBA, General Business, MBA, etc.) with associated concentrations/areas of focus, then areas of concentration/areas of focus should normally be treated like disciplines with respect to meeting ratios. Schools that emphasize research master's and doctoral degree programs are expected to have higher percentages of SA faculty, maintain a strong focus on SA faculty, and place a high emphasis on faculty who undertake scholarly activities to maintain SA status as consistent with their peer institutions and their mission. Retrieved from: <https://www.aacsb.edu/-/media/documents/accreditation/2020-aacsb-business-accreditation-standards-jul-1->

APPENDIX H

Degree Chair/ Associate Chair Comparison F23				
Discipline	Current	Proposed	Tier Level/WA	Difference
ACCT*	\$ 34,295.00	\$ 19,855.00	Tier 2: WA-12	
BUSA*	\$ 7,220.00	\$ 16,245.00	Tier 1: WA-8	
FINA*	\$ 14,440.00	\$ 19,855.00	Tier 2: WA-13	
FINP				
BA*	\$ -	\$ 34,295.00	Tier 5: WA-88	
ENTR*	\$-	\$ 16,245.00	Tier 1: TBD	
MGMT**	\$ 14,440.00	\$ 14,440.00	Tier 2: Associate Chair	
MKTG**	\$ 14,440.00	\$ 14,440.00	Tier 2: Associate Chair	
total	\$ 84,835.00	\$ 135,375.00		\$ 50,540.00
* Chair	** Associate chair			

APPENDIX I



School of Business

P: 609.652.4534 • F: 609.626.5539

101 Vera King Farris Drive | Galloway NJ 08205-9441
stockton.edu

October 31, 2023

DEAN OF THE SCHOOL
OF BUSINESS
Support for the Hemp
and Cannabis Business
Management B.S.
Proposal

Dr. Elizabeth Pollock, Chair
Academic Programs and Planning
Committee Stockton University
101 Vera King Farris
Drive Galloway, NJ
08205-9441

Dear Dr. Pollock:

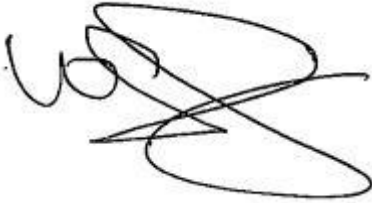
I am writing to offer my enthusiastic endorsement for the Hemp and Cannabis Business Management B.S. degree proposal being presented by the Hemp/Cannabis Studies program housed within the School of Business.

The proposed degree in Hemp and Cannabis Business Management is a highly interdisciplinary degree building foundations across the School of Business including Business Studies (Management, Marketing, Accounting, Economics, Business Policy, and Finance), Technology, Hemp and Cannabis Studies, and several General Studies electives. Students entering this program will also gain hands-on experience via an internship program whereby students will connect with local and national hemp and cannabis business operators- and related ancillary or support industries. In addition, this program will help support CHRIS (the Cannabis & Hemp Research Initiative at Stockton University). CHRIS's mission includes the dissemination of hemp and cannabis education, the creation of a stand-alone testing lab and affiliations with non-profit organizations that help the post prison population work in the hemp and/or cannabis industries if they so choose.

Finally, the proposed degree in Hemp and Cannabis Business Management will only require the services of three new Adjunct professors who are experts in their respective fields. That is, only three new courses are being proposed with the rest of the curriculum being taught by

personnel who are already in place. No additional administrative services would be required either. However, additional program chair compensation is recognized along with the potential for an additional faculty line resulting from future projected growth.

Respectfully,

A handwritten signature in black ink, appearing to read 'W. Kleinsmith Jr.', with a large, stylized flourish extending to the right.

Warren J. Kleinsmith Jr., PhD, CPA, CGMA
Interim Dean and Associate Professor of Accounting
School of Business
