

	<p>Note. It can be found at the end of the report. And again, pages 10 to 15 offers a description of market demand and specific skills needed for this emerging industry.</p> <p>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.</p> <p>Finally, a BS degree in Management fortified by a minor in Cannabis Studies would be missing key courses such as Hemp and Cannabis Business Economics and Hemp and Cannabis Operational Fundamentals. 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.</p>
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We are not convinced by the proposal that this merits an entire stand-alone degree. Other institutions offer cannabis certificates, and a concentration in cannabis studies would make more sense to us (or the minor which we already offer). The proposal suggests that Rowan University has a

concentration in Cannabis Studies, which is

Cannabis Studies. We understand the proposal is arguing to be the first NJ institution that offers a degree in this field, but

the forefront of this market. Rowan has invested a lot in this field already, including

Cannabin
 -Behavioral, Security and Law

having a concentration on cannabis is accurate and will be revised in the proposal. But this 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.

Another interesting note about Rowan is that they are developing a Cannabis Apprenticeship program. Their website states,

consortium includes the New Jersey Department of Labor and Workforce Development 12.25 ref#305.38-7004C>150-11(1005C0)T

The new jobs that will be created in this field degree. What percentage of these jobs would what percentage would require such a specific degree?

Any professional job in cannabis or in what are called ancillary (or support) industries do entry level jobs that do not require a cultivators (growers), trimmers (one who uses scissors to cut leaves off 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 equals a sought after employee.

While three new courses are being developed for the required courses in Hemp and Cannabis Management, with their acronym unspecified and thus unknowable, the other two required courses in this section,

The Hemp and Cannabis Business Management Degree proposal was constructed to emphasize and embrace the

electives required courses are G-courses. 20-28 credits of a degree being G-courses is an abuse of the General Studies curriculum and seems to reinforce the sense that a major in business with a minor in cannabis studies has just as much value for students as this proposed major does.



NJ-CRC

By the Numbers

2023



Up **112,850**

Patients served in the
Medicinal Cannabis Program

Number of
dispensaries

48



\$38,140,250

Preventative Cannabis Sales Tax



