



COMPLETION AWARD

THE BUSINESS OF CANNABIS

*STRENGTHEN YOUR
BUSINESS READINESS*

Gain the skills and knowledge to make your mark in the legal cannabis industry.

- Understand the challenges and roles of industry-specific sectors
- Become familiar with general business considerations from a cannabis-industry perspective
- Learn specific business considerations for new cannabis businesses such as product processing, labs, retail, and licensing
- Industry-specific challenges and strategies, such as social media and marketing, regulatory compliance, and the Black Market

Pave your path. Enroll now.

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COMPLETION
AWARD IN

THE BUSINESS OF CANNABIS

ONLINE PROGRAM

“Green Flower sets the industry standard for cannabis education, and their ethical imperative is to supply instructor-led education supplied in a real-world setting. In my classroom, I embrace design thinking methodologies to promote theory-to-practice, student-centered engagement that prepares learners for actionable and successful careers in the cannabis industry.”

—Dana Milstein, Ph.D.
UCR Extension &
Green Flower Instructor

SUCCESS WITH YOUR CANNABIS BUSINESS STARTS HERE

Starting a new business in the cannabis industry can undoubtedly be intimidating and challenging, but it's not impossible. Start with a firm understanding of the entire process of starting a business from a cannabis-industry perspective, from the product's biochemistry to business ethics.

First, understand the product you're selling from the cellular level through the different types of products, including medical cannabis and industrial hemp. Review the industry-specific sectors and what their role and challenges are. Learn about business aspects such as financial strategy and marketing from a cannabis-industry lens. Discover how to identify trends and tap into your analytical and problem-solving skills by learning about processing, extraction, and manufacture; distribution; licensing; and more. Find out what issues you might encounter while getting your business started, such as regulatory compliance, sales, investment, and the Black Market. Understand social equity and discrimination in your particular workplace. Before completing this program, you'll also develop and polish a portfolio for immediate use, including a leadership statement, a risk analysis report, and an operations report. Take your portfolio and certificate directly into the market to either show your value to a potential employer or to potential investors.

WHAT YOU'LL LEARN

- An overview of cannabis and its history, uses, culture, and industry; medical cannabis; and industrial hemp
- Cannabis biochemistry, botany, and phylogenetics
- Industry-specific sectors and their role and operations
- General business aspects like product innovation, building capital, and cost-benefit analysis
- Industry-specific business aspects like building infrastructure for your particular grow site, labs, and licensing at the state, national, and global levels
- Sector-specific challenges such as real estate regulations, sales, human resources, and environmental regulations

WHO CAN BENEFIT

This program is individuals wanting to understand more about the legal cannabis industry or wanting to start a business venture related to cannabis.

HOW TO EARN THIS AWARD

Individuals must complete a total of 90 hours, with a grade of C or better.

**CANNABIS 101: HISTORY AND PRACTICE
ACROSS INDUSTRIES 30 HOURS**

**THE BUSINESS OF CANNABIS I: SEED TO SCALE
30 HOURS**

**THE BUSINESS OF CANNABIS II: SCALING OPERATIONS
30 HOURS**

PROGRAM INFORM 1.6875 INATION

Prices, requirements and courses are subject to change. For the most up-to-date information:
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