



## Course syllabus

Faculty of Technology

Department of Forestry and Wood Technology

1TS035 Skogens affärsmöjligheter, 7,5 högskolepoäng

The forest business opportunities, 7.5 credits

### **Main field of study**

Industrial Organisation and Economics

### **Subject Group**

Administration and Management

### **Level of classification**

First Level

### **Progression**

G1F

### **Date of Ratification**

Approved by Faculty of Technology 2015-11-16

The course syllabus is valid from spring semester 2017

### **Prerequisites**

1TS015 Economics of Forestry Enterprise of 7.5 credits or similar.

## Objectives

After completing the course the students will from a holistic perspective on a forest company's development, in the short and long term, and the micro and macro environment have acquired ability to:

- describe concepts and theories about entrepreneurship and business development
- describe how to develop new business opportunities based on forest and related resources
- exemplify and discuss problem, barriers and opportunities associated with forest enterprise, and in relation to entrepreneurship evaluate the prevailing social and ethical aspects.
- produce a business plan based on the students own business idea related to forestry and wood sector
- explain the importance of ongoing business development and commercialization of potential new products / services in the forestry business,
- use models and ITtools to achieve the targeted goals
- identify the needs for additional knowledge in business development, and collect knowledge from scientific literature, show critical judgment in evaluating this knowledge.

In order to pass, the objectives of the course should be achieved.

## Content

The course focuses to provide skills for business development within management /

development of the forest estate, forest contractors and comparable entrepreneurship based on the utilization of forest resources in a multiple way.

The course contents:

- Acquisition of knowledge of "best practices" as inspiration for business development,
- Theorybuilding of mission and business development as a framework for new business opportunities in the private forestry
- Development of own business plan(s) on the case study basis,
- Institutional and other private actors for support, advice and funding,
- Taxation, institutional rules and regulations with a focus on entrepreneurship, and
- Appropriate ITapplications adapted for forestry and related businesses.

### Type of Instruction

The course is distributed as distance learning through internet based learning platform and supported by the physical gatherings/meetings. The meetings may consist of lectures, guest lectures, exercises, laboratory work, field trips, excursions and seminars.

### Examination

The course is assessed with the grades U, 3, 4 or 5.

Assessment of student performance is made through PMs, presentation of project work and examination in writing. In order to pass, the expected learning outcomes should be achieved.

### Course Evaluation

During the course or in close connection to the course, a course evaluation is to be carried out. The result and analysis of the course evaluation are to be communicated to the students who have taken the course and to the students who are to participate in the course the next time it is offered. The course evaluation is carried out anonymously. The compiled report will be filed at the Faculty.

### Credit Overlap

The course cannot be included in a degree along with the following course/courses of which the content fully, or partly, corresponds to the content of this course:1TS034 Business oportunites for non-industrial private forest owner I, 7,5 credits.

### Other

Some elements of the course may entail costs defrayed by learner.

### Required Reading and Additional Study Material

#### **Required reading**

Hand out materials.

#### **Reference literature**

Mantau, U., m.fl.2007. Recreational and Environmental Markets for Forest

Enterprises, CABI Publishing,

ISBN13: 9780851994802.