



Course syllabus

Faculty of Technology

Department of Forestry and Wood Technology

2TS034 Privatskogsbrukets affärsmöjligheter, 7,5 högskolepoäng
Business opportunities for non-industrial private forest owners, 7.5 credits

Main field of study

Industrial Organisation and Economics

Subject Group

Administration and Management

Level of classification

First Level

Progression

G2F

Date of Ratification

Approved by Faculty of Technology 2013-08-19

The course syllabus is valid from spring semester 2014

Prerequisites

For admission to the course, besides basic eligibility, 60 hp in Forest and Wood Engineering and a course in Economics of Forestry Enterprise of 7.5 hp or similar.

Objectives

After completing the course students will:

- Have - from a holistic perspective on a forest company's development, the role of the entrepreneur, and the micro and macro environment - acquired knowledge and understanding of, and ability to develop new business opportunities based on forest and related resources,
- Have received knowledge and understanding of, as well as ability to recognize the problem, barriers and opportunities associated with such efforts in the short and long term,
- Possess the skill and ability of, and practical working knowledge for business development,
- Have even obtained a deeper understanding of the importance of ongoing business development and commercialization of potential new products / services in the forestry business, and thereof skills to use a palette of IKT-tools to achieve the targeted goals, and finally

- Be able to demonstrate the ability to identify the needs for additional knowledge in business development, as well as collect and implement such a knowledge in a scientific and practical way, and thus show critical judgment and adaptation at the same time taking into account the prevailing social and ethical aspects.

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,
- Theory-building 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 ICT-applications 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 in Växjö, but even occasionally on 1-2 other locations in Sweden. 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 (business plan), presentation of project work (business plan) and examination in writing. Assessment can be both written and oral. On request, students may have their credits translated to ECTSmarks. Such a request must be sent to the examiner before the grading. In order to pass, the expected learning outcomes should be achieved.

Course Evaluation

A course evaluation will be carried out and compiled after the course is completed. The compilation will be presented to the current board as well as to the students and filed by the coordinating department.

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, ISBN-13: 978-0-85199-480-2.