COURSE OUTLINE
KM351 – FOREST BUSINESS MANAGEMENT

1. GENERAL

SCHOOL	School of Technology		
DEPARTMENT	Department of Forestry, Wood Sciences and Design (Karditsa)		
LEVEL	Undergraduate		
CODE	KM351	**STUDENT SEMESTER**	3rd
COURSE TITLE	Forest Business Management		

ACTIVITIES	**WEEKLY HRS**	**ECTS**
Lectures and Workshops	3	6

TYPE OF COURSE	Generic knowledge and Skills Development
PREREQUISITES:	None
LANGUAGE TEACHING AND EXAMINATION:	Greek
THE COURSE OFFERED TO STUDENTS ERASMUS	Yes
WEBPAGES COURSE (URL)	https://eclass.uth.gr/courses/FWSD_U_120

2. LEARNING OUTCOMES

Learning Outcomes

The aim of the course is to familiarize students with the basic principles of management and specially with the management of the forestry organisations and enterprises. It is the basis for building the ability to identify business opportunities in everyday life, to focus on social needs and to create value based on their knowledge and their creative and critical ability. Emphasis is given to the dynamic concepts of enterprises, to the analysis of problematic situations and the synthesis of solutions of business management. Starting from the analysis of modern reality, the capability to search for and construct radical, realistic solutions to problems is developed.

After the successful completion of the course the students will be able to recognize :
- How a modern enterprise or organisation operates.
- How MBO are set and how decisions are made within the enterprise.
- To draw up a modern, flexible and effective organisation chart for an organisation.
- How an organisation is currently staffed, the process of evaluation and the motivation of the employees,
- To develop a satisfactory remuneration system for the employees.
- What role of the leader.
- How it is possible to have "good" and effective control throughout the management of the enterprise.
- How he can better manage both staff time and available working time.
- The role of the Total Quality Management (TQM) to the operation and production of an

organisation.

General Skills

Upon successful completion of the course, the students will be able to develop and cultivate basic professional and social skills:
- Search, analysis and synthesis of data and information, using the necessary technologies
- Adaptation to new situations
- Decision making
- Autonomous work
- Teamwork
- Work in an international and an interdisciplinary environment
- Respect for diversity and multiculturalism
- Exercise criticism and self-criticism
- Promoting free, creative and inductive thinking
- Development of business perception and professional mentality.

3. COURSE CONTENT

The course focuses on issues related to:
- Entrepreneurship and business
- Structure of the Forestry Service
- Decision making (SWOT Analysis, PASTEL Analysis)
- Performance appraisal
- Performance management
- Business plan
- Recruitment
- Business Communications
- Human Resource Management
- The role of the leadership
- Total Quality Management
- Time management.

Students learn-by-doing, applying the methods in the process from business conceptualization to evaluation, pivot and pitching to potential partners or/and investors.

During the course, in addition to lectures:
- case studies are used which are the subject of presentation and discussion during the lectures
- students visit companies related to their subjects and interests

The tutorial exercises of the course are one (1) hour per week. Students are required to attend at least 50% of the course. From the 1st lesson, the importance of this attendance, as well as of the theory, is pointed out by the lecturer, and incentives are given for the students' continuous participation in it.

Students develop business plans in groups of 4-7 members, with the advisory guidance and support of the support team or members of the business community.

Course lectures and other activities are supported by workshops, where each team is discussing their work and seeking solutions to any problems it faces or specialized knowledge about specific aspects of its work.

4. TEACHING AND LEARNING METHODS - EVALUATION

DELIVERY METHOD	Face to face.
	The course is organized in two parallel streams:
	1. Lectures, which analyze the concepts and methodologies for management

	2. Essays where students get acquainted with methods and tools for the management of forestry organizations, with emphasis on Interdisciplinarity
USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES	Use of a course website on the e-class platform for posting (a) notes, (b) internet links, (c) announcements, search tools and social networks. Use of PC, ppt slides, internet, interactive whiteboard, projector, 8 PCs in the Laboratory for the students, video data projector.

MANAGEMENT OF TEACHING	*Activity*	*Semester Workload*
	Lectures	26
	Educational trip	20
	Studio workshops	13
	Individual and work study for term assignment	71
	Term assignment presentation	20
	Course Total	*150*

STUDENT EVALUATION	The final grade for the students take into account : • short answer questions from throughout the book • written essay and the presentation of the essay at the end of the semester (20%) • participation in laboratory courses and in course activities (lectures, visits, etc.)

5.   RECOMMENDED BIBLIOGRAPHY

1. Introduction to Management
2nd edition, 2018
Book code in Eudoxos : 77107313
Author(s) : Schermerhorn R. John Jr., Bachrach G. Daniel

2. Organisation and Management. The Management of the new era
Published : 2019 (5th edition)
 Book code in Eudoxos : 86053199
Author(s) : Tzortzakis, K.

3. Management
Published : 2019 (2nd edition)
Book code in Eudoxos : 86199391
Author(s) : Sarmaniotis, Chr.

Scientific Journals
- Journal of Management
- Journal of management and marketing research
- Journal of Management Research
- EuroMed Journal of Business
- International Journal of Globalisation and Small Business
- Journal for Global Business Advancement
- Journal for International Business and Entrepreneurship Development

- Journal of Promotion Management
- Journal of Research in Marketing and Entrepreneurship
- World Review of Entrepreneurship, Management & Sustainable Development