

Course code	Course title	Responsible lecturer
FoMU_522	Forest utilization and value chain	
Contents and goals of qualification	<p>Contents: Forest products and production segments: Forest production (timber and non-timber), Processes of harvest, transportation, storage and processing of wood in terms of socio-economic and technical systems. Conducting and controlling of forestry operations. Identification of timber based on its anatomical structure, physical and mechanical properties, as well as possible harvest, utilization and value added, referring to selected products from natural forests and forest plantations. Effects of tree growth physical properties-mechanical properties. Selecting and growing trees for improved properties and maximized use. Wood species of economic importance, their mechanical and physical properties and use, wood seasoning, Preservative treatment of selected species based on case studies, Traditional wood preservation methods, Practices and uses of wood curving, special wood products at a household level</p> <p>Marketing fundamentals: Markets, products, distribution, pricing, and promotion/product certification. Competing in the market place. Marketing organization domestic and international. Market dynamics in business and community, marketing and value creation processes, strategic marketing planning, Analysis market environment, (Market segmentation), Marketing segmentation and target markets, Measurement and forecast for demand, product, price, and channel decision, communication decisions, Direct marketing and sales promotion decision.</p> <p>Practical session: survey and assessment of forest products in markets. Fuel wood and charcoal consumption survey in urban and rural areas. Analysis of structure and properties of timber from different species. Value chain analysis of selected forest products, new product development.</p> <p>Goals of qualification: The students have acquired special knowledge of principles and systematic approaches to harvest, transportation, storage and processing of timber, as well as non-timber products.</p>	
Modes of teaching and learning	The course comprises: 2 hr/wk Lecture and 3 hrs/wk practical (exercise, field visits, and independent studies)	
Applicability	Compulsory	
Credits and assessment	3 (2+3) Credit hour; Group project and presentation (30%), seminar paper (20%), Written exam (50%)	
Text books	<p>Tsoumis, G. 1991. Science and technology of wood. Van Nordstrand Reinhold, New York</p> <p>Webber C.M., Labaste P. 2010. Building Competitiveness in Africa's Agriculture: A Guide to Value Chain Concepts and Applications, Washington</p> <p>Recent peer reviewed journal papers published in the Ethiopian context shall be used for seminars</p>	