

**TOTEUTUSSUUNNITELMA Valmis**

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| <b>Opintojakso</b>                                | International business operations (A0071), 5.0                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>Toteutus</b>                                   | HLA1222: 2/2012-2013 (29.01.2013 - 13.05.2013)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>Tyyppi</b>                                     | AMMATILLISEN OSAAMISEN MUODOSTUMINEN (A015)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <b>Ryhmät</b>                                     | Ensisijainen: HLA11SN Muut:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <b>Projektissa mukana</b>                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>Luennoitsijat</b>                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>Osallistujamäärät</b>                          | <b>Minimi: Maksimi:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <b>Ilmoittautumisaika</b>                         | 26.11.2012 08:00 - 02.12.2012                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <b>Pääsääntöinen toteutusajankohta</b>            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>Soveltuvuus</b>                                | <b>Vaihto-opiskelijoille:</b> Kyllä <b>Vapaasti valittaviin:</b> Ei <b>Avoimen opisk:</b> Ei <b>Soveltuu virtuaali-AMK:n opintoihin:</b> Ei                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <b>Opettajat</b>                                  | Pirttineva Maarit (Vastuuopettaja)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <b>Kampus</b>                                     | Laurea Leppävaara                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>Pääsääntöinen toteutuspaikka</b>               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>Toteutustapa</b>                               | Muu toteutustapa, Optimatoteutus/opiskelijaryhmä <b>Kieli:</b> englanti <b>Virtuaalisuus:</b> 2 op <b>T&amp;k-integraatio:</b> 0 op                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <b>Toteutusluokka</b>                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>Painoalat</b>                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>Arviointi viimeistään</b>                      | 13.06.2013 <b>Suoritusmateriaalin arkistointi päättyy:</b> 21.06.2014                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <b>Tenttipäivät</b>                               | <b>Varsinainen:</b> March 26, 2013 <b>Uusinnat:</b> 02.05.2013, 30.05.2013                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>Opintojakson suoritettuaan opiskelija osaa</b> | <ul style="list-style-type: none"> <li>Describe the differences between a company's national and international business environments</li> <li>Analyse the internal internationalisation preconditions of a company and make justified suggestions for development</li> <li>Utilise sources of internationalisation and international market information</li> <li>Make a preliminary target market analysis and evaluate business opportunities for a company on that market</li> <li>Compare different options for a company's internationalisation strategy and market entry mode and make a justified suggestion for the choice</li> <li>Describe the business operations related to international business and their differences in comparison to domestic markets</li> </ul> |
| <b>Edeltävät opinnot</b>                          | Business Strategic Planning study unit, or equivalent knowledge                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>Oppimateriaali</b>                             | Lecture material. Czinkota M., Ronkainen I., Moffett M., Marinova S., Marinov M.: International Business 7th ed. Chapters 1, 3, 4, 8, 9 and 10.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>Ohjaus ja viestintä</b>                        | <b>SCHEDULE A0071 INTERNATIONAL BUSINESS OPERATIONS (SUBJECT TO CHANGES)</b> <b>Date and time Lecture topic Workshop topic</b><br><br>Tue January 29 12.30 - 15 Introduction to International Business (Ch.1)<br><br>Tue February 5 12.30 - 15 Presentation by Tradenomiliitto Political and Legal Environment/Country Risks (Ch.4)<br><br>Tue February 12 12.30 - 15 Political and Legal Environment/ Country Risks (Ch.4)<br><br>Tue February 19 12.30 – 15 <b>Workshop</b> Thu/Fri Feb 21/22 Entry and Expansion (Ch.                                                                                                                                                                                                                                                         |

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|                                                  | <p>8) Team assignment + teaming up</p> <p>Tue February 26 12.30 – 15 <b>Workshop</b> Thu/Fri Feb 28/March 1 Culture (Ch. 3)<br/>Choices of the target market ready. Sourcing for market information</p> <p>Tue March 5 12.30 – 15 Culture (Ch. 3) <b>Ruchikar Dalela</b>/Tata Consultancy “Working with Global Teams”</p> <p>Tue March 12 12.30 – 15 <b>Workshop</b> Thu/Fri March 14/15 Strategic Planning (Ch. 9)</p> <p>Tue March 19 12.30 – 15 Marketing, Logistics and SCM (Ch. 10) <b>Frank Nyarko</b> "Doing Business in Ghana"</p> <p>Tue March 26 12.30 - 15 <b>Exam</b></p> <p><b>Workshop</b> Thu/Fri April 4/5</p> <p>Week 15 <b>No meeting</b></p> <p><b>Workshop</b> Thu/Fri April 18/19 <b>NB Language check team guidance/A0073 April 15/18</b></p> <p>Week 17 <b>No meeting</b></p> <p><b>Workshop</b> Thu/Fri May 2/3 Team reports uploaded in Optima April 29. Presentations of team assignments</p> |
| <b>Arviointikriteerit ja arviointimenetelmät</b> | Exam 50% and team assignment 50% of the final grade.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |