

Implementation plan Finished

Study unit	Market Entry Modes (A0157), 5.0
Implementation	HBA1212: 1/2012-2013 (27.08.2012 - 21.12.2012)
Type	DEEPENING PROFESSIONAL COMPETENCE (A027)
Groups	Primary: HBA10SN Others :
Involved in the project	
Lecturers	
Number of participants	Minimum: Maximum:
Enrolment period	21.05.2012 08:00 - 03.06.2012
Main timing for implementation	
Applicability	For exchange students: Yes For elective studies: No Open UAS student: No Suitable for virtual UAS: Yes
Teachers	Backlund Ove (Other teacher), Pirttineva Maarit (Other teacher)
Campus	Laurea Leppävaara
Main location for implementation	
Implementation method	Optima realization/student group, Other method of implementation, Project/venture/R&D, Web/virtual Language: English Virtuality: 1 cr Integration of R&D: 2 cr
Implementation class	
Focus areas	
Evaluation at the latest	21.01.2013 Storing of graded material ends.: 21.12.2013
Exam days	Re-exams: 17.01.2013, 21.02.2013, 21.03.2013
Having completed the study unit the student is able to	• Identify alternative market entry methods available to firms seeking new country markets • Compare the different levels of risk, involvement and control of the various methods • Understand the criteria for selecting between the entry options • Determine the critical business management and HRM aspects when executing international operations through the different entry methods
Previous studies	