

Implementation plan Finished

Study unit	Market Entry Modes (A0157), 5.0
Implementation	HBA1311: 1/2013-2014 (17.09.2013 - 12.12.2013)
Type	DEEPENING PROFESSIONAL COMPETENCE (A027)
Groups	Primary: HBA11SN Others :
Involved in the project	
Lecturers	
Number of participants	Minimum: Maximum:
Enrolment period	20.05.2013 08:00 - 02.06.2013
Main timing for implementation	
Applicability	For exchange students: Yes For elective studies: No Open UAS student: Yes Suitable for virtual UAS: No
Teachers	Pirttineva Maarit (Teacher in charge), Aldrete Milton (Other teacher)
Campus	Laurea Leppävaara
Main location for implementation	
Implementation method	Optima realization/student group, Other method of implementation Language: English Virtuality: 0 cr Integration of R&D: 0 cr
Implementation class	
Focus areas	
Evaluation at the latest	10.01.2014 Storing of graded material ends.: 20.12.2014
Exam days	Real: December 12, 2013 NB Time from 4pm to 6pm Re-exams: 23.01.2014, 27.02.2014
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	
Study material	Lecture material Svend Hollensen: Global Marketing - A Decision Oriented Approach. Prentice Hall.
Evaluation criteria and methods	Team presentation 40 % of the final grade Team opposing assignment 20% of the final grade Exam 40% of the final grade All above parts have to be successfully completed.

Learning events

Date	o'clock/at h	Subject	Content	Status	Teachers
01.10.2013	9 - 11.30	Internationalization Theories			
08.10.2013	9 - 11.30	Market Entry Strategies			
15.10.2013	9 - 11.30	Market Entry Strategies			
22.10.2013	9 - 11.30	Political and Economic Environment			
29.10.2013	9 - 11.30	Political and Economic Environment			

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05.11.2013	9 - 11.30		Sociocultural Environment			
12.11.2013	9 - 11.30		Independent work, please see instructions in Optima			
19.11.2013	9 - 11.30		Workshop: Working on team presentation			
26.11.2013	9 - 11.30		Student presentations			
03.12.2013	9 - 11.30		Student presentations			
12.12.2013	16 - 18		Exam			