

Implementation plan Finished

Study unit	Market Entry Modes (A0157), 5.0
Implementation	HBA1411: 1/2014-2015 (05.09.2014 - 05.12.2014)
Type	DEEPENING PROFESSIONAL COMPETENCE (A027)
Groups	Primary: HBA12SN Others :
Involved in the project	
Lecturers	Fia Cuerten
Number of participants	Minimum: Maximum:
Enrolment period	19.05.2014 08:00 - 02.06.2014
Main timing for implementation	According to a schedule agreed by the parties
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	At the campus
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	05.01.2015 Storing of graded material ends.: 20.12.2015
Exam days	Real: 28.11.2014 Re-exams: 22.01.2015, 12.02.2015
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. NB Absence from the sessions by the visiting lecturers lowers the final grade by 0.5.

Learning events

Date	o'clock/at h	Subject	Content	Status	Teachers
05.09.2014	12.30-14	Introduction, Initiation of Internationalization	Pirttineva		
08.09.2014	12.30-15	No meeting			
12.09.2014	12.30-14	Initiation of Internalization, Political and Economic Environment	Pirttineva		
15.09.2014	12.30-15	Political and Economic			

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			Env., Sociocultural Env./ Pirtineva			
19.09.2014	12.30-14		Political and Economic Env., Sociocultural Env./ Pirtineva			
22.09.2014	12.30-15		NO MEETING			
29.09.2014	12.30-15		Internationalization Theories/Aldrete			
03.10.2014	12.30-14		Internationalization Theories/Aldrete			
06.10.2014	12.30-15		Market Entry Strategies/Aldrete			
13.10.2014	12.30-15		Market Entry Strategies/Aldrete			
20.10.2014	12.30-15		No meeting			
24.10.2014	8.30-11.30		Nigeria seminar			
27.10.2014	12.30-15		Working on team assignment			
31.10.2014	12.30-14		Working on Team assignment			
03.11.2014	12.30-15		CANCELLED			
07.11.2014	12.30-14		CANCELLED			
10.11.2014	12.30-15		Visiting lecturer Fia Cuerten/Neu-Ulm University of Applied Sciences, Germany			
14.11.2014	12.30-14		Visiting lecturer Fia Cuerten/Neu-Ulm University of Applied Sciences, Germany			
17.11.2014	12.30-15		Team presentations+opposing			
24.11.2014	12.30-15		Team presentations+opposing			
28.11.2014	12.30-14		Exam			