

Implementation plan Finished

Study unit	Market Entry Modes (A0157), 5.0
Implementation	HBA1511: 1/2015-2016 (24.09.2015 - 26.11.2015)
Type	DEEPENING PROFESSIONAL COMPETENCE (A027)
Groups	Primary: HBA13SN Others :
Involved in the project	
Lecturers	Milton Aldrete
Number of participants	Minimum: Maximum:
Enrolment period	18.05.2015 08:00 - 31.05.2015
Main timing for implementation	On working days during daytime
Applicability	For exchange students: Yes For elective studies: No Open UAS student: No Suitable for virtual UAS: No
Teachers	Aldrete Milton (Teacher in charge)
Campus	Laurea Leppävaara
Main location for implementation	At the campus
Implementation method	Other method of implementation Language: English Virtuality: 0 cr Integration of R&D: 0 cr
Implementation class	LbD supporting knowledge and skills development
Focus areas	Service business
Evaluation at the latest	Storing of graded material ends.: 23.12.2016
Exam days	Real: 03.12.2015 Re-exams: 21.01.2016, 18.02.2016
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	