

Implementation plan Finished

Study unit	International Market Entry (A9339), 10.0
Implementation	CCA1521: 2/2015-2016 (02.02.2016 - 23.06.2016)
Type	DEVELOPING INTERNATIONAL BUSINESS FOR SME'S (A839)
Groups	Primary: CCA15SY Others :
Involved in the project	
Lecturers	Ove Backlund, Milton Aldrete + visiting lecturer
Number of participants	Minimum: Maximum:
Enrolment period	14.12.2015 08:00 - 08.01.2016
Main timing for implementation	On working days during daytime
Applicability	For exchange students: Yes For elective studies: Yes Open UAS student: Yes Suitable for virtual UAS: Yes
Teachers	Backlund Ove (Teacher in charge), Aldrete Milton (Other teacher)
Campus	Laurea Leppävaara
Main location for implementation	At the campus
Implementation method	Optima realization/student group, Project/venture/R&D, Web/virtual Language: English Virtuality: 1 cr Integration of R&D: 5 cr
Implementation class	LbD based on international RDI project
Focus areas	Service business
Evaluation at the latest	23.07.2016 Storing of graded material ends.: 23.06.2017
Exam days	
Having completed the study unit the student is able to	The student will be able to • evaluate the impact of the changing business environment on business operations • search for market information to gain customer and market understanding • identify and assess market opportunities in target markets • identify cultural and ethical issues related to cross-cultural business • develop international marketing strategies (7 P's) for target market oriented operations • establish a market entry plan for a target market
Previous studies	