



## Minor International Business (2011-2012)



### Period

#### Spring semester

13 February 2012 – 6 July 2012

### General information

This minor is open to undergraduate students who have a basic understanding of marketing management. The minor is in English, good knowledge of English is necessary.

### The field of international business

The modern day manager has to communicate with and have an understanding of various cultural backgrounds of his internal and external contacts. Successfully operating in one geographical region does not automatically imply that the same principles are valid in other regions. In this minor the focus is on various areas such as managerial aspects, international marketing, English conversation and writing skills, cultural aspects of doing business abroad and human resources management.

Students work on an international business case. Every group of students will work on a different part of the assignment. The objective is to incorporate the knowledge and skills which are acquired in the underlying courses in this final assignment. Further, guest lectures will be given by professionals in order to establish a link between theory and practice.

### Courses

The minor International Business (30 EC) is divided into two parts:

#### International Business I (13 February 2012 – 27 April 2012)

- International business management I (5 EC)
- International cultural studies (5 EC)
- International labour relations (5 EC)

#### International Business II (7 May 2012 – 6 July 2012)

- International business management II (5 EC)
- English business writing (5 EC)
- International human resources management (5 EC)

### Entry requirements / level

- Undergraduate level;
- Basic knowledge of marketing management, good knowledge of English.
- It is advised to participate in International Business I before participating in International Business II. This is not mandatory.
- For international students it is possible to participate in subcourses of International Business I & II with a minimum of 5 EC.

University of Applied Sciences  
Leiden

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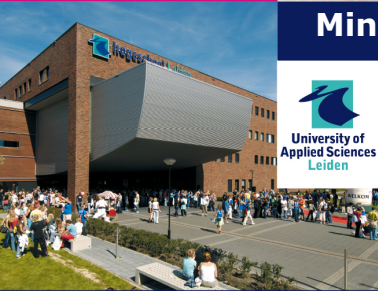
Postbus 382  
2300 AJ Leiden

The Netherlands

Website:  
[www.hsleiden.nl/english](http://www.hsleiden.nl/english)



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### Literature

• S. Hollensen, Global Marketing: A decision-oriented approach, Pearson Education Limited, 5<sup>th</sup> edition (2010), ISBN: 9780273726227

Further literature is made available to students on Blackboard.

### Examination

The courses have different methods of exams: written examinations, papers or presentations.

### Application form

If you would like to come to our university to do this minor you have to fill in our application form. You can download our application form from our website: [www.hsleiden.nl/exchange-students](http://www.hsleiden.nl/exchange-students)

### Application deadline

15 November 2011

### Tuition fees

No tuition fees for students from partner institutions.

### Accommodation

Our university does not have its own student accommodation. A local student housing corporation offers temporary, furnished rooms and apartments to international students. You can find more information about accommodation on our website.

### Contact

If you have questions about the content and/or the organization of the minor please contact Jean-Pierre Schreurs, MBA.

E-mail: [schreurs.j@hsleiden.nl](mailto:schreurs.j@hsleiden.nl)

Phone: +31 71 5 188 450

For information about the application procedure and/or accommodation please contact Maureen Bergman.

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