International business

2020-2021

Term
Fall semester
28 August 2020 – 5 February 2021
Spring semester
5 February 2021 – 9 July 2021

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

Please note: It’s only possible to enrol for the complete minor of 30 ECTS. It is not possible to opt for a selection of courses.

The field of international business
In this program international aspects of doing business are key. You’ll delve into other cultures and discover what it means to do business on an international level. International marketing plays an important role, as well as deepening your English language skills. Together with your fellow students you will conduct a project for an international company. Companies that we have worked with include Airbus, Achmea, Avery Dennison, the Honorary Consulate-General of Turkey, Apotex, Harley Davidson Benelux, Vanclaes, Decos, Crystal Promotions, VWE Automotive and A Fish Named Fred.

This program focuses on business management on a strategic level. The client is an internationally operating company that is considering to market its products across new, international markets. International Business I focuses on the strategic aspects. This program is followed by the International Business II module. This sequel focuses on the operational aspects. Once a specific geographic area is chosen, it is important to select the right entry strategy and to translate this into concrete actions.

The minor in International Business provides the option to participate in an international week. In the past, international weeks have been organised to Dublin (Ireland), Istanbul (Turkey), Lisbon (Portugal), Sigmaringen (southern Germany), Warsaw (Poland).

The program is enriched with guest lectures and company visits and is taught entirely in English.

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

International Business I
- Global marketing I (7 EC)
- International human resources management I (4 EC)
- International cultural studies (4 EC)

International Business II
- Global marketing II (7 EC)
- International human resources management II (4 EC)
- English business writing (4 EC)
Entry requirements / level
• Undergraduate level;
• Above average command of English (B2);
• Basic knowledge of marketing and communication management.

Literature (subject to changes)


Further literature is made available to students on our electronic learning environment.

Examination
The courses have different methods of exams: written examinations, papers, oral exams and presentations.

Application form
Interested? Please fill in the required application form, which can be downloaded from our website: http://www.hsleiden.nl/english

Application deadline
15 May 2020 (Fall semester)
15 November 2020 (Spring Semester)

Tuition fees
There are no tuition fees required 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 drs. Jean-Pierre Schreurs, MBA.
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For information about the application procedure and/or accommodation please contact Lisette Oosterhuis.
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