

## 2023-2024

Fall semester

26 August 2023 – 3 February 2024

Spring semester

5 February 2024 – 8 July 2024

## 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)



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### Entry requirements / level

- Undergraduate level;
- Above average command of English (B2);
- Basic knowledge of marketing and communication management.

### Literature (*subject to changes*)

- Hollensen, Svend, Global Marketing: A decision-oriented approach, 8th Edition, Pearson Education, ISBN: 9781292251806.
- International human resource management, Briscoe, Schuler and Tarique, 4th edition, 2014, Routledge;
- Browaeys M-J., Price. R. (2015). Understanding cross-cultural management. 4th Edition. Pearson Education Limited. ISBN: 9781292204970
- Elling, Andeweg, de Jong, Swankhuisen, Report writing for readers with little time, 1<sup>st</sup> edition, 2012 Noordhoff Uitgevers, ISBN 978-90-01-81259-1.

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 2022 (Fall semester)

15 November 2022 (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.

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

For information about the application procedure and/or accommodation please contact our international office.

E-mail: [international.office@hsleiden.nl](mailto:international.office@hsleiden.nl)

