

Academic Year 2026-2027
Academic Guide
**Leiden University of
Applied Sciences**

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Disclaimer

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1. About Us

The Dutch education system features two types of institution of higher education: research universities (WO) and universities of applied sciences (HBO). Leiden UAS (LUAS) is a university of applied sciences.



We offer Bachelor's and Master's programmes, exchanges programmes, and (post-graduate) courses and we perform applied research in a variety of domains ranging from healthcare and social work to economics, and from technology to education. Our education is focused on competencies, offers freedom of choice and challenges students to realise their potential. We encourage and support students in developing their knowledge and skills so that they are well prepared for their future careers.

With an eye on tomorrow

We are a modern educational institution and learning community, more than just a transmitter of knowledge, but also a place that shapes our students. This is where lifelong development is the starting point. In this way, we aim to equip our students with all the tools they need to make a valuable contribution to society.

Heard and seen

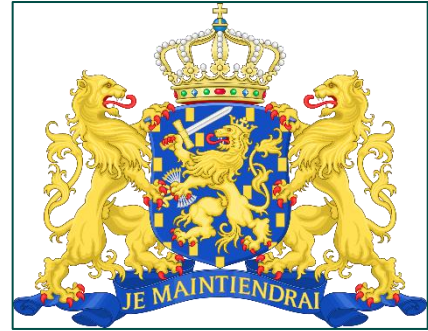
At Leiden University of Applied Sciences, we see who you are, what you can do, and what you need. We also recognise what our society requires. Bearing this in mind, students, teachers, researchers, and professionals come together to shape the future.

Inspired, engaged and meaningful

During your exchange at Leiden UAS you will experience a small-scale programme at our vibrant university. You will be participating in classes that are focused on problem-based learning. Our values: Inspired, engaged and meaningful are at the core of our courses. You will work together as a team with your fellow students. Interaction in class is highly appreciated, and you are free to ask and use your own creativity to apply your newly-gained knowledge.

2. The Netherlands, how things work here

The Netherlands, informally Holland, is a country located in Northwestern Europe with overseas territories in the Caribbean. It is the largest of the four constituent countries of the Kingdom of the Netherlands. The Netherlands consists of twelve provinces; it borders Germany to the east and Belgium to the south, with a North Sea coastline to the north and west. It shares maritime borders with the United Kingdom, Germany, and Belgium. The official language is Dutch, with Frisian as a secondary official language in the province of Friesland. Dutch, English, and Papiamentu are official in the Caribbean territories. Netherlands literally means "lower countries" in reference to its low elevation and flat topography, with 26% situated below sea level.



Emergency numbers

If you need to contact an ambulance, the fire brigade or the police, call **112**. This is the emergency number for all EU countries. This number is reachable from fixed and mobile phones and is free of charge. If you need to talk to the police without a sense of emergency, you can call **0900-8844** (2 cents per minute).

Leiden University of Applied Sciences has a crisis telephone number. If you encounter emergency situations while being in The Netherlands, you can call our crisis telephone number. The telephone number is **(+31) (0)71-51 88889** and can be called 24 hours a day, 7 days a week.

Next to this, we ask you to fill out your ICE (in case of emergency) details. You will receive more information on this during your first days at our university.

Medical care

In case of illness, you should contact a general practitioner/family doctor (*huisarts*) first. They are your first point of contact with any specialist or hospital. Most GP's speak English, but it is important to check if they participate in your health care system. The Leiden International Centre can assist you in finding a general practitioner. We recommend you find a GP as soon as you have arrived. The website contains a wealth of useful information on health, and their staff speak various foreign languages: [General Practitioners and Local Emergency Units | Leiden International Centre](#)

Medical emergencies

For life threatening situations call: **112** (ambulance, fire department or police department) or visit the emergency room at the nearest hospital. If you are not feeling well and your symptoms are not life-threatening, you can/must contact your general practitioner first.

Payment

Make sure to bring proof of your health insurance to the appointment, otherwise you will have to pay for the consultation directly after you have visited the doctor. A regular consultation costs around €30 - €70. Blood tests, psychological support, etc. cost more. Do not forget to ask for a receipt, as after your visit you can declare these costs to your insurance company.

Health insurance

When preparing for your stay in Leiden, it is very important to ensure that you will have sufficient healthcare insurance during your stay. Leiden UAS highly recommends that you contact your own health insurance company before travelling to the Netherlands and find out exactly what you need to do to be properly insured against medical expenses in the Netherlands.

It is also advisable to take out third-party liability insurance. In the Netherlands you are responsible for paying the costs of damages resulting from any accident you cause. As these costs can be extremely high,

we strongly urge foreign students coming to the Netherlands to take out third-party liability insurance (*wettelijke aansprakelijkheidsverzekering*), which will cover all expenses in many cases. Here, too, is the advice to contact your own insurance company to see their options.

InsureToStudy

InsureToStudy offers the students of the Leiden UAS (and their family members) a special insurance, the Masterplan+. This student insurance is known for its excellent price-quality ratio. This insurance meets both the IND (the Dutch immigration office) requirements if you need a residence permit and the Leiden UAS requirements of having sufficient medical and liability insurance. Have a look at the extent of cover:

[Downloads | Insure To Study](#).

In short, the Masterplan+ is €56,10 per month (€1,87 per day) for a full package insurance including pre-existing conditions medical costs.

Apply for Masterplan+ here: [Within five minutes you are insured for a bright future - www.insuretostudy.com](http://www.insuretostudy.com)

You can always contact InsureToStudy for personal advice at phone number 0031 70 2051860 or send an email to info@insuretostudy.com.

Public transport

Public transport in the Netherlands is reliable, convenient and of a high standard. The main public transport in the Netherlands for longer distances is by train. Long-distance buses do exist but are rare (Flixbus etc.). Regional and local public transport is by bus, and in some cities by metro and tram. This is a very good public transport journey planner:

9292.nl/en - [Travel planner & e-tickets train, bus, metro, tram & boat](#)

The *Nederlandse Spoorwegen* (NS) is the national train company. NS offers special discount cards for off-peak travel. These discount cards, which you have to buy, have an *OV-chipkaart* built in. To find out the best deal for you, visit an NS counter. Tickets are checked regularly and fines are high. If you travel by train you can use your *OV-Chipkaart* or you can buy a paper train ticket from an NS ticket machine. Alternatively, you can check in and out with your credit/debit card, for more info have a look at

[Check in with your debit card, credit card or smartphone | NS](#)

Leiden has multiple train stations, where *Leiden Centraal* is the central station near the old city center. From *Leiden Centraal* it is a 10-minute walk to our university main campus. On the English section of the NS-website you can find a journey planner for travelling by train. This journey planner also shows ticket prices:

[Home | NS](#)

Identification and residence permits

Please make sure you have a valid passport or identity card before you travel to the Netherlands. Make sure this is valid 3 months after your exchange period is over.

Students from EU/EEA countries

Students from EU/EEA countries are not required to apply for a residence permit, nor are they required to register with the Dutch Immigration Office (IND).

Students from non-EU/EEA countries

Students from non-EU/EEA countries who intend to stay in the Netherlands for more than 90 days usually need a provisional residence permit for the purpose of study, or MVV. You can check here to find out if you need an MVV [Provisional residence permit \(MVV\) | IND](#). If you need an MVV, Leiden UAS will take the lead and arrange it for you, as **you cannot arrange this yourself**. You will need to prove that you have been admitted to the Leiden UAS exchange programme and that you have sufficient financial means to live in the Netherlands, among other prerequisites.

For our incoming exchange students, this means we will let our Student Registration Office (studentinschrijving@hsleiden.nl) know which of you will need a MVV and they will contact you directly with further information and instructions. For the application of your immigration (entry visa and/or residence permit), the legal fee is €254,- in calendar year 2026 and is reindexed every calendar year. Please note this is only applicable for students with a non-EU/EEA nationality and these fees are non-refundable.

You can find more information about this in the brochure 'Coming to Study in The Netherlands', available on the website of the Dutch Immigration Office (IND): [Coming to study in the Netherlands \(ind.nl\)](https://ind.nl).

Working while studying

If you want to work during your studies in The Netherlands, you are allowed to do so. Depending on your nationality (namely from non-EEA/EU countries), you can only do so for 16 hours per week and if the employer has applied for a work permit for you. If you want to do an internship it is also seen as work, thus certain rules apply, including switching to a Dutch basic health insurance which is quite expensive. You can read more about [working while studying](#).

ESN – Erasmus Student Network Leiden

The main focus of ESN Leiden is on current exchange and international students in Leiden, who often face problems in their new environments. Therefore, ESN offers help in the academic, social and practical integration process. This is mainly done through activities in the local sections, which include cultural and social events such as trips to various places within the country, film nights, language projects, international food festivals and last, but not least, parties. In addition to that, many sections have introduced mentor systems, which help the international students mainly in academic and practical integration.

[Erasmus Student Network \(esn.org\)](https://esn.org) & [ESN Leiden | Instagram, Facebook, TikTok | Linktree](#)

3. Leiden, Key to Discoveries

With around 120.000 inhabitants, Leiden is a medium-sized city by Dutch standards. It is a friendly city which has a large population of students. Leiden is close to Amsterdam, Rotterdam, The Hague and Utrecht, the four biggest cities in the Netherlands. Schiphol airport, the world famous *Keukenhof* with its millions of blooming flower bulbs each spring and the beach are all within easy reach.



Leiden is an old city with a rich history and a beautiful historic centre, offering a wide range of cultural and leisure facilities. The city of Leiden hosts very interesting and inspiring museums. As a traditional university town, home to both Leiden University and Leiden UAS, it is well known for its vivid student life.

Registration at the municipality & Citizen Service Number (BSN)

If you are staying in the Netherlands for more than four months you will need to have yourself registered as new inhabitant of the town where you are living. For this registration you must go to the local town hall. If you stay in Leiden, you can call the local town hall (+31 140 71) or contact them online via [Contact and opening hours - Gemeente Leiden](#) to make a registration appointment.

After you have done [your registration](#) at the local town hall you automatically receive a social security number. In Dutch, this is called *BurgerServiceNummer* (BSN). You need to have this number if you work alongside your studies, open a Dutch bank account, do an internship here, have a local SIM card, etc.

The address of the Leiden town hall is Bargelaan 190, 2333 CW Leiden, which is next to *Leiden Centraal* station and close to LUAS.

Tourist Information Centre

Your visit to Leiden starts at the Tourist Information Centre. This centre can provide you with ideas for trips, a city plan, advice on accommodation, transport, restaurants and much more. The Tourist Information Centre is very easy to reach, located close to the central train station. You can be sure of a warm welcome there:

Stationsweg 26
2312 AV Leiden
Tel: 071-516 60 00

E-mail: info@vvvleiden.nl

[Leiden, Key to Discoveries | Visit Leiden](#)

Market

Vegetables, fish, fruit, flowers, clothes and delicacies from all corners of the world... Almost everything you can imagine can all be found at Leiden's street market. On Wednesdays and Saturdays from 08.00 until 17.00 the stalls of this bustling market line the *Botermarkt*, the *Vismarkt*, the *Aalmarkt* and the *Nieuwe Rijn*, adding an extra touch of local and foreign colour to shopping in Leiden.

Museums

Leiden has 13 fantastic museums all in walking distance of one another. Dinosaur skeletons, masterpieces by Rembrandt and Lievens: you will find all of this and more in Leiden's museums. Check here for in-depth information about these 13 museums. [Museums in Leiden | Visit Leiden](#)

The Netherlands Museum Pass (in Dutch *Museumkaart*) is a card that allows free entrance to a number of museums around the Netherlands. The card costs €75, and is valid for one year. You can buy it any of the participating museums before entering the museum or online: [The Netherlands Museum Pass | Museum](#). It is by far the best value way to get into many of the museums in the Netherlands.

Dutch Bank account

In our university building you can pay with most bank (debit) cards via NFC, not with cash. You can open a Dutch bank account if your card/bank account does not work or if it charges your exchange fees. Here are a few names and addresses of banks in Leiden:

Rabobank, Schipholweg 9, Leiden
ING, Schuttersveld 18, Leiden
ABN AMRO, Bargelaan 2, 2333 CT Leiden

Note you can only open a Dutch bank account if you are registered at a municipality in The Netherlands and you have a BSN.

Accommodation

First, we must start with a warning:

We advise you to start as soon as possible when looking for housing way ahead of time. Because there is a shortage of affordable accommodation in the Leiden area, finding a room can be quite difficult and time-consuming!

DUWO University Housing

Leiden UAS facilitates a limited number of rooms of DUWO University Housing, one of the largest student housing providers in The Netherlands. Once you are correctly nominated by your home university, LUAS will invite you to apply for your exchange. During this application (and **only during your application**), you will be asked if you are interested in making use of this offer, and further instructions will be sent once you have indicated your interest.

Hospi Housing

Living with a host or host family is a unique and cozy way of living. You have your own room but share facilities such as the kitchen or bathroom. It's an ideal solution if you're just starting out on your own or if you're temporarily looking for accommodation. Hospi Housing has a large network of verified hosts and host families and ensures the perfect match. With the 'No room, No pay' model, you can sign up for free and get in touch with hosts immediately.

[Rent a room | Hospi Housing platform for homestay & homesharing](#)

HousingAnywhere.com

Leiden UAS is a partner of HousingAnywhere.com, the international student-to-student housing platform. Students who are coming from abroad to Leiden can find & book a student room on Housing Anywhere. The rooms on this platform are offered by our students that go abroad for an exchange period or internship. Using the platform itself is completely free for you as a student. When you make a concrete booking, an administrative fee will be charged as a part of Housing Anywhere's secure booking system.

[Sign up - University of Applied Sciences Leiden | HousingAnywhere](#)

Finding housing through Facebook or WhatsApp

If you are looking for housing in Leiden or The Hague (12 minutes by train to Leiden), do check out at least these Facebook groups and WhatsApp groups (at your own risk/not verified):

[Leiden Housing | Facebook](#)

[Den Haag Housing | Facebook](#)

<https://chat.whatsapp.com/Cp0y2aZDWmv605CKIUHo4r> Leiden x Housing

<https://chat.whatsapp.com/IVsh8HrDZtAGaK2FGdG634> Leiden – New Students

<https://chat.whatsapp.com/K9sZ6GQUSBxF5SCvitFLsH> Room4sublet Leiden

Other sources

Please refer to our external website under [Practical Information](#) for more sources and platforms.

Rental contract

In the Netherlands it is common to sign a rental contract if you rent a room or apartment. You will always sign a contract for a specific period of time (for example six months, a year, etc.). Leiden UAS advises you not to rent a room or apartment without signing a contract. You should always read the conditions in the rental contract carefully and never sign a rental contract without making sure you understand what it says.

Last but not least, be cautious!

Two ways to check if a company is (probably) legitimate, are to check if their so-called [KVK](#) (Chamber of Commerce) number is properly registered. Another is by looking at Google Maps if the listed address links to the correct company. Neither is definitive, but indicative, so stay vigilant.

Where there is high demand and low supply, there are opportunists. Therefore, we highly recommend you to be very careful when a really good deal is offered to you or you feel like something is off. If it sounds too good to be true, it probably is.

Can't find housing?

Finding accommodation in Leiden and surroundings can be difficult. If you haven't found a place to live before leaving home, we strongly advise you *not* to come to Leiden University of Applied Sciences. Consider deferring your studies to allow yourself more time to find a place to stay.

Cafes and bars

Life in Leiden is greatly influenced by the relatively large number of students, as most of them both live and study in the historic city of Leiden. You will almost always run into someone you know when you go out at night. This also means there are several bars and cafes, over 70.

One in particular is Einstein. Each Wednesday night they organize a night for international students. It starts at 22.00 and entrance is free of charge. [Café Einstein](#) is in the city centre (address: Nieuwe Rijn 19, Leiden).

A bit closer to LUAS is Lab 071, just outside our main campus. It is also a popular spot, especially during the summer.

Bicycles

Cycling in the Netherlands is a common and popular method of both transport and recreation. The country is well equipped with cycle paths and other segregated cycle facilities. The network reaches all parts of the nation and into the bordering nations of Belgium and Germany. The cycling surface quality is excellent, and the routing makes it possible to cycle at speed for considerable distances. Cycleways come with their own sets of rules and systems - including traffic signals/lights, tunnels and lanes.

<https://www.fietsknoop.nl/>

In Leiden most students have a bike to transport themselves. It is cheap, easy and quick. Therefore, we do advise all international students to buy a secondhand bike when they are in Leiden (if you know how to ride a bike of course).

A good address in Leiden to buy a secondhand bike is [BUDGET BIKE LEIDEN - Meer dan een Fietswinkel](#).at Hogewoerd 71, but most bicycle stores will offer secondhand bikes. Another popular way is renting a bike via [Swapfiets](#).

Pharmacies

Drugstores (*drogisterij*) sell over the counter, non-prescription medicine, such as aspirin, cough medicine, and toiletries. If necessary, your *huisarts* (General Practitioner) will give you a prescription. Prescriptions should be taken to the nearest pharmacy (*apotheek*), your GP or assistant can direct you to the nearest one. There is always a pharmacy open, even in the weekends. Here are a few names and addresses of pharmacies in Leiden:

Centraal Apotheek, Breestraat 74, 071-5120552
Haven Apotheek, Oosterkerkstraat 1, 071-5226085
De Aloe, Roodenburgerstraat 1A, 071-5120502

Sports & Fitness

The University Sports Centre of Leiden University welcomes you. With your membership, a choice of 65 different sports is being offered. Have a look at <http://www.uscleiden.com/> for information about membership, rates, locations etc.

Basic-Fit is a large chain focused on the budget segment. To use their own words: Building on our longstanding expertise, we combine a flexible low-cost membership model with high-quality fitness equipment and technology, virtual and live group lessons, and free usage of the Basic-Fit App. You can see their prices here: [Prices & Memberships | Basic-Fit](#).

4. LUAS in-depth

Leiden UAS is a medium sized campus with 12.000+ students divided over 34 bachelor's and master's degrees all under one roof. There is a unique mix of different characters and cultures at Leiden UAS. One of the strengths of Leiden UAS is that even though there are many students on campus, there is always time for that moment of contact between the student and the lecturer. The building houses five different faculties each with their own unique atmosphere. The campus is perfectly situated at walking distance from the beautiful city of Leiden, with its train station giving you easy access to the Netherlands.



You can find us here:

Zernikedreef 11, 2333 CK Leiden

<https://maps.app.goo.gl/rReY2Rzcc7JmL2RLA>

The main campus and surrounding smaller buildings at Zernikedreef 11 can be quite a maze, make sure you keep the [map of the buildings](#) (in Dutch) handy.

LUAS exchange website

Much of the information in this guide can also be found online on our website.

The address is www.hsleiden.nl/en/exchange

You can also scan the following QR to go there:



Opening hours Leiden UAS

On weekdays our university buildings are generally open from 07.30 until 21.30, and on Fridays until 18.30. During weekends, public holidays and the week between Christmas and New Year the university building is closed.

Servicedesk

The Servicedesk is the one stop shop/first point of contact for students at Leiden UAS. Here, you can get assistance with all your queries about booking a (class)room, WiFi, technical difficulties, facilities, ICT issues, borrowing equipment, etc.

Location: F0 corridor in the main building (Zernikedreef 11), after entering via the front main entrance, go immediately to the right.

Email: servicedesk@hsleiden.nl

Phone: +31(0)71 5188 900

WhatsApp: +31 (0)6 48 13 36 22

Restaurants and cafés

Students, staff and visitors can visit the Restaurant (B0), Grand Café (B0) and Fresco (E0) of Leiden UAS for coffee/tea, lunch, various refreshments and dinner.

The Restaurant is located on the ground floor of the main building, near the entrance, and offers a wide variety of food and drinks daily. Payment can be made by contactless payment.

The Grand Café is in the B0 corridor of the main building. Here, you can enjoy a cup of coffee and a sandwich during the day, and from 4 p.m. onwards, it's the perfect spot for (alcoholic) drinks.

Restaurant Fresco, also located on the ground floor of Building E (E0), provides a daily selection of vegetarian options for breakfast, lunch, and dinner. Payments can be made through contactless payment.

Media Centre (more than a library)

The Media Centre houses over 30,000 books, DVDs, teaching materials, journals, theses, games, and provides printing and copying facilities. It maintains a Media Centre page with 24/7 access to digital resources from 38 databases, reference software (RefWorks), and information on copyright and citing sources (APA). The centre also serves as a library offering a quiet work environment with diverse student workstations. Additionally, the Media Centre provides support in searching for information for your studies.

Location: A2.010 in the main building (Zernikedreef 11)

Email: mediacentrum@hsleiden.nl

Phone: +31(0)71 51 88 773 / 780

International Office

The International Office of Leiden UAS consists of Lieke Steijger and Thomas Lodder. If you have any questions or concerns, you can always contact us at International.office@hsleiden.nl.

Once you are here, you can also swing by our walk-in office hours on Tuesday and Thursday from 10 to 12 at the Servicedesk (F0.034).



Bookshop Leiden UAS

In the central hall of our university, you can find a bookshop (F0.006). There you can buy study books and order study packages. There's also regular literary books and picture postcards. You can find an overview of the opening hours on the door of the bookshop.

Need extra help?

Problems adjusting to the Dutch culture? Do you miss your family and friends? Having a hard time studying in a foreign language? Overwhelmed by your new environment? First, always discuss these with the coordinator of your course. After that, you can also contact Student Support, which employs student deans, psychologists, counsellors, budget coaches, and language coaches. All discussions are confidential.

Location: Daily consultation hours from 13:00-15:00 in F0.057 in the main building (Zernikedreef 11)

Email: studentsupport@hsleiden.nl

Phone: From 13:00-15:00 to 071-5188821

Leiden University of Applied Sciences provides a safe working and learning environment. However, if you ever find yourself in an uncomfortable situation, the confidential advisors at our university are here to help.

You can contact a confidential advisor to discuss undesirable behavior, whether it occurs between employees, among students, or between employees and students, in both face-to-face and online settings.

Email: vertrouwenspersonen.bb@hsleiden.nl

Grading system

The Dutch grading system has remained unchanged for several decades: the scale ranges from 1 (very poor) to 10 (excellent). The lowest passing grade is 5.5. 9s are seldom given and 10s are extremely rare. Grades 1, 2 and 3 are hardly ever used as well.

10	pass with distinction
9	pass with merit
8	very good pass

7	good pass
6	pass
5	near pass
4	fail
3	bad fail
2	poor
1	very poor

See also: [Grading systems - the Netherlands | Nuffic](#)

Academic Calendar & Holidays

It is emphasised that when planning their holidays students must adhere to the official holiday periods. It is sometimes necessary for Leiden UAS to change dates and schedule exams or lectures on dates originally planned as lecture-free or exam-free days. Students can be assured that no changes will be made to the official holiday periods.

Semester 1

Mandatory Intro Days	Thursday 27 Augustus + Friday 28 Augustus 2026
Start of the academic year	Tuesday 1 September 2026
Autumn holidays	Monday 19 October 2026 – Friday 23 October 2026
Christmas holidays	Monday 21 December 2026 – Friday 1 January 2027
End of semester	Friday 29 January 2027

Semester 2

Mandatory Intro Days	Thursday 4 February + Friday 5 February 2027
Spring holidays	Monday 22 February 2027 – Friday 26 February 2027
Easter holidays	Friday 26 March 2027 – Monday 29 March 2027
King's Day	Tuesday 27 April 2027
May holidays	Monday 26 April 2027 – Friday 30 April 2027
Liberation Day	Wednesday 5 May 2027
Ascension holidays	Thursday 6 May 2027 – Friday 7 May 2027
Whitsun holidays	Sunday 16 May 2027 – Monday 17 May 2027
End of semester	Friday 9 July 2027

5. Courses offered

Here you will find the courses offered to incoming exchange students in greater detail.

Course	EC	Fall semester	Spring semester	Faculty
International Business 1 & 2	30	X	X	Management & Business
Applied Molecular Biology	15		X (T3)	Science & Technology
+ Food Health Innovation	15		X (T4)	Science & Technology

All courses require a laptop from the student. In case you have questions about the content of a specific course, entry requirements, learning outcomes, language skills, exams, resits, attendance, rules and regulations or other questions related to the course, you can send an email to the lecturer of the course.

All these courses last one semester and carry a study load of 15 or 30 EC and you are expected to pick a total of 30 EC per semester. This is based on the [European Credit Transfer and Accumulation System \(ECTS\) - European Education Area \(europa.eu\)](https://www.europecredittransfer.eu/).

International Business 1 & 2

Course code:	30101MIINTE1-26 & 30101MIINTE2-26
Offered:	Semester 1 or 2
Credits:	2 x 15EC
Learning outcomes:	Applying marketing principles at an international level; Using insight into cultural differences between countries and insight into international labor relations
Method:	Work groups; Assignments; E-learning; Blended learning; Lectures; Practical education.
Contact person:	Jan-Bart Heijne, heijne.j@hsleiden.nl , +31 (0)6 4732 8552
Entry requirements:	None

Assessment:

International Business 1 (15EC)
Global Marketing: IBM group report & presentation
 Group report: video + class cases, 30%
 Group grade: project (cases), 70%
 Global marketing individual exam 100%
Human Resource Management *
 Writing assignment (50%) / individual exam 50%
Cultural Studies *
 Writing assignment / active participation
Sustainable Value Chain *
 Assignment

* The subject Global Marketing (7 credits) is obligatory for all students. The subjects IHRM (4 credits), Cultural studies (4 credits) and the International Value Chain (4 credits) are elective subjects within the module/course IB1. **Students must choose a total of 15 credits within the module International Business 1.**

International Business 2 (15EC)
Global Marketing 2: IBM group report & presentation
 Group report: video + class cases, 30%
 Group grade: project (cases), 70%
 Global marketing individual exam 100%
Human Resource Management 2 *
 Writing assignment (50%) / individual exam, 50%

English Business Writing *

Writing assignment

Sustainable Value Chain 2 *

Assignment

* The subject Global Marketing 2 (7 credits) is obligatory for all students. The subjects IHRM 2 (4 credits), English Business Writing (4 credits) and the International Value Chain 2 (4 credits) are elective subjects within the module/course IB2. **Students must choose a total of 15 credits within the module International Business 2.**

Literature:

Hollensen, Svend, Global Marketing: A decision-oriented approach, 8th Edition, Pearson Education, ISBN: 9781292251806.

International human resource management, Briscoe, Schuler and Tarique, 4th edition, 2012, Routledge.

Browaeys, Marie-Joelle and Price, Roger (2019) Understanding Cross-Cultural Management, 4th edition. Harlow: Pearson Education Limited, ISBN: 9781292204970.

General Information

This course focuses on the international aspects of business and collaborating with students from a different cultural background, being challenged in high-level projects, speakers from the field, participating in an international week... does this appeal to you?

Immerse yourself in other cultures and discover what it means to do business internationally. International marketing plays an important role, as does deepening your English language skills. The theory is applied in international case studies that you develop together with your project group. Furthermore, attention is paid to international human resources management, international cultural studies and the international value chain. Lectures are supplemented with company visits and guest speakers.

The course starts with a welcoming day. In this day, students get to know one another and an introduction to the material is given. International Business offers the opportunity to participate in an international week that takes place during the second term. This international week is set up by students and lecturers. Past examples include a study week to Portugal (Lisbon), Ireland (Dublin), Scotland (Edinburgh), Turkey (Istanbul), Poland (Krakow and Warsaw) and Germany (Sigmaringen).

Where the first term of the course International Business focuses on strategic aspects of doing business internationally, the second term of the course focuses on the operational aspects. The course International Business offers an in-depth look at existing literature on marketing, HRM, the value chain and cultural aspects of business.

Max Schaber (20, international Erasmus student from Berlin) "The cultural diversity in international business I formed an amazing group of friends. All students are peers, helping one another. The mix of culture and business made it a unique course."

Hélène Raymaekers (22, international Erasmus student from Leuven) "A Dutch experience, there is not much hierarchy between lecturers and students which is surprisingly pleasant. Working on a real life project for a major European player was challenging. International business II is a good preparation for my internship which follows."



Applied Molecular Biology (only in combination with Food Health Innovation)

Course code:	40201MIAMB-26
Offered:	Semester 2 – Term 3
Credits:	15 EC
Learning outcomes:	The student is able to use CRISPR-Cas9 technology in cells and can explain its theoretical and practical considerations to fellow scientists; The student learns to think commercially in the field of life sciences and what is involved in starting a business or making a business case; The student will acquire a business mind-set and can pitch the startup or the business case; The student can analyse proteomics data and can isolate and characterise a protein and present the results of the protein isolation and characterization in a report
Method:	Assignments, presentation, report, keeping a lab journal
Contact person:	Wouter van Zon; zon.van.w@hsleiden.nl
Entry requirements:	Only in combination with Food Health Innovation. A good background in molecular biology is required, third years or higher only and preferably with lab experience. A recent laptop is required.
Assessment:	M11RBT – Recombinant Biotechnology (5 EC, 33,34%) M11PRO – Proteomics (5 EC, 33,34%) M11EBS – Entrepreneurship in Bioscience (5 EC, 33,34%)
Literature:	N/A

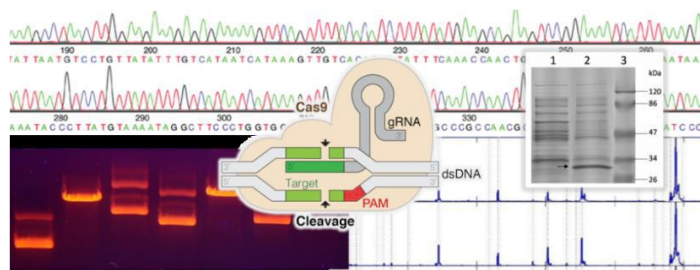
General Information

Science moves extremely fast and many traditional methods are being complemented or replaced by molecular methods. Think about the arrival of CRISPR-Cas9 technology, allowing straightforward genetic engineering.

In the recombinant biotechnology module you will gain hands-on experience with the CRISPR-Cas technique. During the proteomics part you will learn ways to study all proteins and their biological functions in a cell or tissue on a large scale. Using different kinds of chromatography you will learn how to purify a protein of interest.

Finally, you will learn how to set up your own company in bio sciences and you will be guided by experts from within the Bio Science Park Leiden. Writing a business case may be part of the module as well.

A module focused on sustainable innovation following lean startup and design thinking methods.



Food Health Innovation (only in combination with Applied Molecular Biology)

Course code:	40201MIFHI-26
Offered:	Semester 2 – Term 4
Credits:	15
Learning outcomes:	Students know and understand the scientific foundations (theories, methods, techniques) of food science and can understand scientific publications in this field; Students can apply analytical techniques in food science to answer research questions in this field; Students can document and present results and translate scientific findings to a broad public
Method:	Group work, assignments, E-learning, blended learning, lectures, practicals
Contact person:	Wouter van Zon; zon.van.w@hsleiden.nl
Entry requirements:	Only in combination with Applied Molecular Biology. A basic knowledge in the natural sciences is required; 3rd- of 4th-year University students and 3rd- of 4th-year students from University of Applied Sciences from studies biology, chemistry and bioinformatics are welcome to register.
Assessment:	M11HCP – History of cooking and plant breeding (1 EC 6,67%) M11PPT – Physiology and psychology of taste and health (3 EC, 20%) M11FCA – Food chemistry and analysis (4 EC, 26,67%) M11FFS – Fermentation and food safety (4 EC, 26,67%) M11MOT – Modernist cooking techniques (3 EC, 20%)
Literature:	Relevant and recent scientific literature, to be announced later

General Information

Foodlab Leiden is a multi-disciplinary research and educational lab that combines the scientific fields of (micro)biology, chemistry, (bio)informatics and physics to study food and understand the potential impacts that food has upon our day-to-day existence.

Although most people regularly cook, they generally do not consider the science behind it. What is actually the purpose of cooking your food? Why do eggs solidify when heated? Why do fruits turn brown when you slice them? To understand what happens when we cook food, you need to be familiar with the underlying biological, chemical and physical principles.

During this multidisciplinary course we apply theories from biology, chemistry, microbiology and physical sciences to study food and understand the potential impacts that food has upon our day-to-day existence. You will get acquainted with the composition and properties of food, the processes involved in preparation of food and the relationship between food, taste and health. Moreover, you will apply the obtained knowledge to conduct your own food experiments.

