

Leiden University of Applied Sciences



Course offering overview Exchange students Semester 1 2024/2025

**International Office
Thomas Lodder & Lieke Steijger
international.office@hsleiden.nl**

Course Description: International Business

Offered:	Semester 1 & 2
Credits:	30 ECTS
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:	Jean-Pierre Schreurs; schreurs.j@hsleiden.nl +31 (6) 48133735
Assessment:	Term 1

Global Marketing: IBM group report & presentation

Group report: video + class cases, 30%

Group grade: project (cases), 70%

Global marketing individual exam 100%

International Human Resource Management *

Writing assignment (50%) / individual exam 50%

International Cultural Studies *

Writing assignment / active participation

International 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 voluntary subjects. Students are to choose a total of 15 credits.

Term 2

Global Marketing 2: IBM group report & presentation

Group report: video + class cases, 30%

Group grade: project (cases), 70%

Global marketing individual exam 100%

International Human Resource Management 2 *

Writing assignment (50%) / individual exam, 50%

English Business Writing *

Writing assignment

International 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 voluntary subjects. Students are to choose a total of 15 credits.

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.
Browaeyns, 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 strategical 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.

Course Description:

The International Professional in the Public Sector

Offered:	Semester 1
Credits:	30 ECTS
Hours per week:	Students are expected to be available 40 hours a week
Learning outcomes:	<p>You can make a connection between the different modules;</p> <p>You're able to analyze, and resolve problems from the perspective of cultural differences and similarities, which include being tolerant, respectful, curious and empathetic towards others;</p> <p>You're able to apply the theory learned to analyze a recent international conflict;</p> <p>You're able to communicate orally in English according to satisfaction (C1 Cambridge Advanced)</p> <p>You're able to further expand and deepen your knowledge of the conflict from Part I by adding the perspectives of Human Rights and Sociology;</p> <p>You're able to identify the relevant stakeholders and their roles;</p> <p>You're able to communicate in written English according to satisfaction (C1 Cambridge Advanced) or you've developed into a proficient C2 'near native speaker' in English.</p>
Method:	Work groups; Assignments; E-learning; Blended learning; Lectures; Off-campus trips
Contact person:	Mrs. Janneke van de Vorstenbosch; vorstenbosch.vd.j@hsleiden.nl
Assessment:	This course will be tested by oral and written exams, assessments and portfolios
Literature:	To be determined

General Information

Are you interested in international public law, international relations, treaties, sociology, human rights and working in complex situations? Are you preparing yourself for a career within an international organization or for a career with international aspects? And would you also like to improve your English to Cambridge CAE (Advanced) or Cambridge CPE (Professional) level? Look no further and choose this course!

Students of all specializations may enroll for this minor. The classes are taught in English, proof of higher than average command of English is therefore necessary.

This course focusses on the International Public Sector. You'll be looking at State-Responsibility in Internal and International (armed) conflicts and working with the treaties and rulings of International Organizations (such as the United Nations) to analyze the global situation.

This course consists of two parts: Part I and Part II.

Part I

The duration of TIP Part I is 10 weeks. During these weeks, you'll receive a thorough overview of international public law and international relations. You'll also be offered a program in order to develop your skills in intercultural sensitivity.

In order to become proficient in both written as well as spoken professional communication you'll be guided to perfect your language skills by following a tailor made master class English skills course.

You end Part I of the course with a project in which all theories learned are used.

Part II

After following TIP part I you continue with TIP part II. The duration of TIP Part II is 10 weeks. During these weeks you'll receive a thorough overview of sociology and human rights. You'll also be offered a programme in order to develop your skills in working in complex surroundings.

In order to become proficient in both written as well as spoken professional communication you'll be guided to perfect your language skills by following a tailor made master class English skills course. By finishing this part you'll receive the certificate C1 Cambridge Advanced English (or C2 Cambridge 'Near Native Speaker').

You end Part II of the course with a project in which all theories learned in Part I and Part II are used.

Do you like a challenge then you are most welcome at this course!