



Global Business Development

Course guide 2026 -2027

Semester	1 Alk / 2 R'dam, H'lem
Inholland location(s)	Alkmaar Rotterdam Haarlem
Inholland faculty	Business Finance and Law
Language of instruction	English
Cycle	Bachelor level
Number of ECTS	30

Subjects

Subject title	ECTS	Course code
Global Business Development Project (Scan and Advice)	15	
Individual Portfolio	15	

Content subjects

This track offers students an opportunity to engage in real-life international challenges faced by companies. Students collaborate to develop solutions for a (sustainable) company aimed at international growth and finding business opportunities in foreign markets. This is done by creating sustainable customer value for the client organization. This program is focused on making students aware of their professional power to influence and make a change. The semester starts with a series of classes to build a theoretical understanding and framework for the assignments. In workshops, students develop skills to help them see the bigger picture of our global system and make motivated, informed choices in their professional and personal life (global citizenship).

Learning by experiences is key: A study trip (or @home assignment) is offered to experience an international surrounding together and work on intercultural skills. The @home assignment is week dedicated to working on business planning with entrepreneurs (some of which with a refugee status).

Students will participate in at least one online collaboration (COIL) related to the assignment with Universities of Applied Sciences (UAS) from Spain, Rwanda, Indonesia or South Africa. An International Lecturer Week is organized where students will explore relating topics from lecturers of international partner UAS. International lecturers give feedback on students work so far and lecture on topics relating to international business. In edition 2025 lecturers from Canada, Ukraine, South Africa, Germany, Latvia and USA joined this week.

Inhollands lecturing team is further complemented by professionals and managers working in international business, giving students a glance at future career possibilities.

Classes and guided work sessions by lecturers will support students work in the assignment.

Goal of this minor is to inspire you by connecting you with like-minded (international) peers and the outside world: companies, speakers, knowledge and experiences. You will become aware of, and will learn to use your voice to influence others. This will benefit you in both your personal and professional future life.

Learning outcomes

Global Business Scan and Advice

Students work in mixed groups (4 students) and explore the companies briefing, analyze the current Business Model, preferred markets and agree on deliverables with their client. This will result in an Global Business Scan and factsheet of the most relevant findings. With these findings students develop a Customer Value Proposition for the commissioner, based on the underlying research. Students will pitch their advice to the commissioner by showcasing a visual (poster, ppt, video) in a final event (underlying description of advice is available).

Individual portfolio

Students show they have fundamental knowledge of strategic international marketing, reflect on the workshops, COIL and their professional development in this semester. Students are assessed on Learning outcomes: Innovate, Intercultural Collaboration and Professionalism. This is assessed by an exam on the theory and an assessment of the portfolio (reflection on LO's). Each Learning Outcome is related to activities provided in the program. A final individual interview concludes the assessment.

Mode of delivery, planned activities and teaching methods

Classes, workshops, International week, guest lectures

Semester	
<i>Theoretical Framework</i>	Pressure cooker (6 weeks): International Strategy and Business Models, Impact making and Theory of Change, AI and research and AI and Debating, Behavioral Influencing Individual Exam
<i>Global Business Development</i> <i>Scan and Advice</i> Students choose assignment	Analysis of company, assignment and environment. Agree on deliverables with commissioner. Company visit, group work through design thinking workshops and consulting hours with lecturers. Feedback sessions with lecturers, peers and in international lecturer week
Workshops	Several topics: Systems Thinking and biomimicry, Digital Marketing, Geopolitics and social media
International week with lecturers from international partner universities	Storytelling across Borders, Business Ethics applied in international business, Public Policy for Thinking Globally and acting Locally and more
Working on Global Business Development plan company	Creating Customer Value Proposition; group work, consulting hours and feedback sessions
Collaborate Online International Learning (COIL)	Online collaboration with Indonesia, Rwanda, South Africa or Spain; group work, plenary sessions and planned by student groups
Study trip or assignment@home	Slovenia, South Africa or participation in @home (entrepreneurship)
Master classes professionals in internationalization	Give students insight in global world and future career possibilities; scheduled

Prerequisites and co-requisites

English level B2

Recommended or required reading and/or other learning resources/tools

Articles and literature will be provided

Assessment methods and criteria

Portfolio, report, presentation, oral examination

