

**Global Business Development**  
Course guide 2026 -2027

Semester	1 Alkmaar / 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	1315LLG31A
Individual Portfolio	15	1315LLG31B

## 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 the BIP 'Connecting the world through Art' hosted in Alkmaar with students from Hochschule Mittweida and Universidad de Zaragoza School of Arts (26-30 October). Students will organize and work on a communication campaign for an art exposition in Alkmaar. International artists will be presented. Students will make art themselves as well and learn about content creation with AI. This week is guided by an art marketing agency, Inholland staff, staaf visiting universities and a local art designer. Students will make an after movie of VIP night.

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 Project</i> Students choose assignment (group)	Analysis of company, assignment and environment. Agree on deliverables with commissioner. Company visit, group work through design thinking workshops and consulting hours with lecturers on deliverables. Feedback sessions with lecturers, peers and in international lecturer week
Workshops and masterclasses Reflection in Individual Portfolio	Several topics: Systems Thinking and biomimicry, Digital Marketing, Inner Development Goals
International week with lecturers from international partner universities Reflection Individual Portfolio	Depending on visiting staff
BIP Connecting the world through art (group) Reflection Individual portfolio	Organize and communication plan of an art exposition in Alkmaar with an art marketing agency representing international artists.
Collaborate Online International Learning (COIL) Deliverable and Individual portfolio	Online collaboration with Indonesia, Rwanda or Spain; group work, plenary sessions and planned by student groups
Study trip or assignment@home Reflection in Individual Portfolio	Slovenia, South Africa or participation in @home (entrepreneurship)

Master classes professionals in internationalization Reflection in Individual portfolio	Give students insight in global world and future career possibilities; scheduled
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### **Prerequisites and co-requisites**

English level B2; Open to all studies at bachelor level; Year 2,3,4; A flexible attitude and openness to learning with hands, head and art is helpful. Personal guidance of staff is provided.

### **Recommended or required reading and/or other learning recourses/tools**

Articles and literature will be provided

### **Assessment methods and criteria**

Portfolio, report, presentation, oral examination