

Global Business Development
Course guide 2025-2026

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| Semester | 1 in Alkmaar / 2 in Rotterdam & Alkmaar |
| Inholland location(s) | Alkmaar, Rotterdam |
| Inholland faculty | Business, Finance & Law |
| Language of instruction | English |
| Cycle | Bachelor level |
| Number of ECTS | 30 |

Subjects

| Subject title | ECTS | Course code |
|----------------------------|------|-------------|
| Global Business assignment | 15 | |
| Individual Portfolio | 15 | |

Content subjects

This track offers students an opportunity to engage in real-life export 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 in foreign markets 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: 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 Week is organized where students will explore relating topics from lecturers of several UAS. The lecturing team of Inholland is further complemented by alumni working in international business and managers in the field, giving students a glance at future career possibilities.

To develop the skills needed to work in today's complex international environment students develop their 'critical thinking' and impact making skills to be able to make informed decisions and develop ethical reasoning. A study trip (or replacing assignment) is offered to experience an international surrounding together and work on intercultural skills.

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

Learning outcomes

Global Business Scan and Report

Students explore the companies briefing, analyze the current Business Model, preferred markets and agree on deliverables with their client. This will result in a Global Business Scan and fact sheet 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 and their professional development in this semester.

Mode of delivery, planned activities and teaching methods

Classes, workshops, International Week, guest lectures

- Theoretical framework: Pressure cooker (6 weeks) – International Strategy and Business Models, Circular Economy, Global Value Chains
- Assignment Company (students choose assignment): Global Business Scan – Analysis of company, assignment and environment. Stakeholder mapping. Agree on deliverables with commissioner
- Workshops on several topics: Systems Thinking, AI and debating, Influential Techniques
- International Week with lecturers from international partner universities: Cultural Awareness, Ethics in Globalization, Business Models, Global Supply Chain, etc.
- Working on Global Business Development plan company: Creating customer value proposition
- Collaborative Online Learning (COIL): with Indonesia, Rwanda, South Africa or Spain
- Study trip or assignment at home (for exchange students): to be decided upon
- Master classes professionals in internationalization: Give students insight in global world and future career possibilities. Students choose 3 masterclasses to attend.

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.