Course: Business Development — credits: 5

Course code	CIVB22SAL
Name	Business Development
Study year	2026-2027
ECTS credits	5
Language	English
Coordinator	H.C. Kooi
Modes of delivery	Tutorial
Assessments	Business Development - Other assessment

Learning outcomes

Learning Outcomes

After completing this course the student is able to:

- apply business development theory in a commercial B-to-B environment
- distinguish between and adjust to the various roles and interests of the Decision Making Unit
- build and maintain an effective long-term relationship with the client
- negotiate a favourable deal for both parties aligned with the strategy of the company

Content

Content

In this course, you will learn how to achieve high performance in business development through a combination of knowledge, skill, and discipline. The course combines theory, case studies, and role-play exercises to simulate real-life B-to-B commercial sales situations. You will:

- understand business development in a commercial B-to-B context
- apply theoretical insights in practical exercises, including simulations and role-plays
- gain experience in managing authentic client interactions and negotiation processes
- develop negotiation and relationship-building skills applicable to a commercial career or other professional contexts

Literature/study materials

See Brightspace or intranet.

Included in programme(s)

Marketing Management

School(s)

Entrepreneurship, Communication & Marketing

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