Hanze

Course: Contemporary Business Trends — credits: 5

Course code	UTVM25CBT1C
Name	Contemporary Business Trends
Study year	2026-2027
ECTS credits	5
Language	English
Coordinator	M. Soltanifar
Modes of delivery	Tutorial
Assessments	TEST-01 - Assignment

Learning outcomes

The course learning outcomes are:

By the end of this course, students should be able to:
CBT1: Understand key contemporary business trends and their implications for marketing strategy and examine how global shifts, such as digital transformation and consumer behavior changes, are reshaping marketing tactics and creating new opportunities for businesses.
[Refers to PLO1]

CBT2: Analyze real-world case studies and emerging business models and investigate how organizations successfully adapt to market disruptions by evaluating practical examples and identifying innovative approaches to business challenges.
[Refers to PLO4]

CBT3: Evaluate the role of technology, sustainability, and innovation in business and assess how emerging technologies, sustainable practices, and a culture of innovation are driving competitive advantage and influencing long-term business success.
[Refers to PLO1]

CBT4: Develop strategic approaches to managing change in a rapidly evolving environment and formulate actionable strategies for organizations to remain adaptable, resilient, and forward-thinking while responding to shifting market dynamics and industry trends.
[Refers to PLO4]

Content

Strategic Focus Area: Global Mindset

This course explores emerging and contemporary trends in business, examining their impact on industries, organizations, and global markets. Topics include digital transformation, sustainability, globalization, innovation, and leadership in a dynamic, unpredictable, and rapidly changing business environment. The course combines theoretical insights with real-world applications, fostering critical thinking and strategic decision-making skills.

The course covers the following topics:

- Week1: Introduction to Contemporary Business Trends: Overview of the contemporary business landscape, forces shaping the modern business environment, and the role of technology, globalization, and policy changes
- Week 2: Digital Transformation & Emerging Technologies: Impact of AI, Big Data, and automation on business, digital business models and platform economy, and blockchain and cybersecurity concerns
- Week 3: Sustainability and Corporate Social Responsibility (CSR): The role of ESG (Environmental, Social, Governance) in business strategy, circular economy and sustainable business practices, and ethical leadership and corporate governance
- Week 4: Globalization and International Business Trends: Trade policies, global supply chains, and geopolitics, the impact of emerging markets on global business, cross-cultural management and international leadership
- Week 5: Innovation and Business Model Disruption: Disruptive innovation and market dynamics, the role of startups and venture capital in business evolution, and case studies of innovative companies (e.g., Tesla, Uber, Airbnb)
- Week 6: Leadership and Organizational Change: Managing change in turbulent business environments, leadership styles for contemporary business challenges, and organizational agility and resilience
- Week 7: Future Business Trends and Course Wrap-Up: The future of work: Remote work, gig economy, and workforce trends, AI and human collaboration in business decision-making, and reflection and final discussions on emerging business paradigms.

This course contributes to SDG 8: Decent Work and Economic Growth

Included in programme(s)

International Business and Management

School(s)

Business & Law

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