Vak: International Business Plan — credits: 10

Vakcode	LBVP26IBP1C
Naam	International Business Plan
Studiejaar	2026-2027
ECTS credits	10
Taal	Engels
Coördinator	F.J. Wijma
Werkvormen	Werkcollege
Toetsen	Other assessment - Overige toetsing

Leeruitkomsten

PLO1: International Business Opportunities
Through the International Business Plan course, students develop the ability to discover and evaluate international business opportunities from an entrepreneurial perspective and translate them into a viable business plan grounded in research and analysis.
Learning Line: Entrepreneurship
• CLO1: Students can discover and evaluate international business opportunities from an entrepreneurial perspective.
Learning Line: Research and Data Analytics
• CLO2: Students can apply sound primary and secondary research to support the development of a viable international business plan.
Learning Line: Marketing
• CLO3: Students can demonstrate understanding of marketing principles when evaluating and positioning a new international business idea.

PLO2: Business Transformation
In this course, students integrate business knowledge to develop a feasible and sustainable international business plan, including a prototype.
Learning Line Economics, Finance & Accounting
• CLO1: Students can incorporate financial implications into decision-making and evaluate the economic feasibility of starting a new business.
Learning Line Sustainability and Societal Impact
• CLO2: Students can demonstrate awareness of the impact of sustainable entrepreneurship, including relevant legal and ethical considerations, on society and business.

PLO3 Relationship management
In this course, students manage professional interactions effectively in an international business context.
Learning Line: Management
• CLO1: Students can coordinate and manage the development of an international business plan by effectively collaborating and communicating with culturally diverse internal and external stakeholders

PLO4 Self-management
Throughout this course, students should demonstrate project ownership and reflective capacity.

Learning Line: Management

• CLO1: Students can reflect critically on their own entrepreneurial and intrapreneurial strengths and development areas and use this insight to determine their interest in and readiness for starting a business or pursuing intrapreneurial roles within existing organizations.

Inhoud

This 10 EC group-based module enables students to transform an innovative international business idea into a viable business plan based on sound primary and secondary research.
Students integrate marketing, financial, managerial, legal, and sustainability considerations to evaluate feasibility and responsible value creation. The course contributes to IBS's strategic focus areas by fostering a global mindset through international opportunity evaluation, strengthening entrepreneurial competences, and embedding sustainability aligned with SDG 12 (Responsible Consumption and Production).

The module concludes with a professional individual defence.

And as an extra: some selected teams present their business concepts to external stakeholders in a "Dragon's Den" simulation to reflect real-world entrepreneurial conditions.

Opgenomen in opleiding(en)
International Business 4 Year

School(s)
Business & Recht

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