

DESCRIPTION OF ELECTIVE COURSE

Name of the school : Haute école de gestion de Genève	Academic Year: 2022-2023
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FIRST PART: DESCRIPTION OF MODULE	
1. Domain	Business and Services
2. Department	International Business Management
3. Course name	Emerging Markets
4. Code	30911 + 30921
5. Type of education	<input checked="" type="checkbox"/> Bachelor <input type="checkbox"/> Master <input type="checkbox"/> MAS <input type="checkbox"/> <input type="checkbox"/> DAS / CAS / single days
6. Number of ECTS Credits	9 per semester for each biannual module,
7. Prerequisites	<input checked="" type="checkbox"/> Validation of the modules in semesters 1 and 2 <input checked="" type="checkbox"/> Attendance of the modules in semesters 3 and 4 for full-time students, and semesters 5 and 6 for part-time students <input type="checkbox"/>
8. Teaching language	<input type="checkbox"/> French <input type="checkbox"/> German <input checked="" type="checkbox"/> English <input type="checkbox"/> Other :
9. Objectives	<p>This course is split into 4 parts:</p> <p>Fall semester – Globalization and Emerging economies</p> <p>The purpose of this course is to present how globalization includes rapid growth emerging economies since the start of the 21st century. These economies represent new business opportunities for Switzerland and other developed economies in international trade, finance, science & technology.</p> <p>Emerging economies mainly in Asia but also in Africa and Latin America include the majority of world population and youth, rapid urbanization, over 700 million of new middle classes, expansion of the new rich. China is becoming the first world economy soon surpassing USA, and other emerging economies follow (Brazil, India, Indonesia, Mexico, Nigeria, South Africa,...). Their levels of education and skills are already catching up with aging and smaller populations in industrialized countries, including Switzerland.</p> <p>These new global economic actors emerge with appropriate and innovative business models matching more and more international value chains both at B2B</p>

and B2C levels. They capture more and more market shares worldwide both in new and traditional sectors of energy and minerals, manufacturing and services.

It is a must to understand how emerging economies have simultaneously become rising competitors and partners in technology, trade and investment vis-a-vis both developed and developing countries.

Objectives

This course has multiple key objectives, which are:

- to expose students to the global phenomenon of emerging economies
- to understand patterns and drivers of rapid growth and innovation in emerging economies
- to analyze far, distant and risky but dynamic emerging economies mainly in Asia but also in Africa, Latin America and the Middle East
- to emerging markets' new trade, finance and technology inflow and outflow contributions to globalization
- to explore economic relations and new partnerships between Switzerland and emerging economies

Fall semester - International Trade and Emerging Markets

Emerging economies mainly in Asia but also in Latin America and more recently in Africa and the Middle East are responsible for major shifts in global production and trade of commodities, manufactures and services. They also contribute to a rapid development of new forms of innovation, entrepreneurship, alternative business models and appropriate technologies. Projections indicate an acceleration of this trend in 2020-2030 led by Asian economies- Other emerging regions will also contribute more to international trade, including Africa as the last global market frontier. Facing slow growth, stagnation or recession in aging industrialized countries, including Switzerland, internationalizing firms and SMEs in particular need to explore emerging markets to diversify and expand exports, and even import sources for more performing exports. As accessing emerging economies differ from traditional OECD trading partners in many ways, specific intra-firm capacities and specialized external supportive services need to be identified and mobilized to be able to reach emerging markets.

This course aims to :

- use international trade analytical tools to assess emerging market opportunities and risks as new export driving engines of 21st century globalization and B2B/B2C value chains
- equip students with international trade knowledge specific to emerging markets (intercultural negotiations, formal/informal contracting modes, trading intermediation, export-import finance, legal aspects)
- prepare students with professional skills (preps and conduct of an intra-firm export diagnostic, use of international trade agreements and 8 digits trading data, identification and use of export development supportive services domestically and in markets of destination)
- to master Swiss-European / emerging markets' trading opportunities & risks for commodities, manufactures, services, science and technologies

Spring semester - International Finance and Emerging Markets

Since the early 21st century, the rapid growth of emerging economies has produced new global finance inflows and outflows in particular vis-à-vis the OECD economies and the developing countries as well. China, India, and other Asian economies have taken the lead, but the phenomenon can be also traced in the Americas, the Middle East, and even in Africa considered as the last investment frontier.

Foreign direct investment (FDI) has substantially contributed to the take off and rapid industrialization of a number of emerging economies, China being the best illustration. From delocalization to cheaper production locally, it has moved to mid- and high-tech production of manufactures and services in recent years. In their turn, leading emerging economies have started to invest in both developed and developing countries, expanding more than once through highly visible mergers and acquisitions like *Syngenta* in Switzerland.

In addition, global equity and portfolio finance has been expanding rapidly with the inclusion of emerging markets and even the creation of emerging products. For instance, the combined stock markets of Hong Kong, Shanghai and Shenzhen are expected to displace Tokyo as number one in Asia & Pacific. Paradoxically, projects, startups and growing companies in emerging markets are still lacking medium/long term financing solutions, while investment funds of developed economies are sitting on large amounts of capital but lack of investment opportunities in slow growth/stagnating and aging OECD economies. Furthermore, financial innovation and ICTs, fintech, e-payments, cryptocurrencies are developing in emerging economies, sometimes in a more disruptive manner than elsewhere. They contribute together with more classical local and global finance to various initiatives and prospects addressing the massive challenge of sustainable development in emerging economies.

Spring Semester - Small Business Internationalization and Emerging Markets

About 98% of existing businesses in developed economies are small & medium sized enterprises (SMEs). Their international role is particularly important in small economies such as Switzerland, which are highly dependent on foreign markets. Over 20% of Swiss SMEs are active abroad, and a rising number are globally born startups (meaning present in Europe and at least in one other continent, which is North America or Asia more frequently). Due to slow growth, stagnation or recession of traditional OECD markets, Swiss SME internationalization needs to expand and diversify to rising emerging markets, especially in Asia and the Americas, but also in neighbor Africa described as the last development frontier in the 21st century. China alone will become the no1 world economy by 2025-2030, followed by a number of other G20 economies such as Brazil, India, Indonesia, Mexico, Nigeria, South Africa ...

So far, most SMEs are only familiar with European and North American developed economies. Their further internationalization to benefit from business opportunities in dynamic emerging economies has to cope with specific market barriers and access modes, appropriate mobilization of SME internal resources (limited by definition), and

	<p>identification of external supportive services specialized in non-OECD markets of destination.</p> <p>This course is conceived as a real SME internationalization diagnosis exercise. In cooperation with Swiss cantonal chambers of commerce & industry, students are invited to act as junior consultants to SMEs interested to explore emerging markets for import sourcing and/or export diversification, and/or for direct investment, and/or for R&D and technology partnerships</p>
<p>10. Contents</p> <p><i>(General themes and descriptions, the accurate content may change)</i></p>	<p>Fall semester – Globalization and Emerging economies</p> <ul style="list-style-type: none"> • Identification of Emerging Economies • Emerging Economies Facing Globalization and Sustainable Development • Emerging Asia as 21st Century World Economy Driver • Future Potentials of G-20 Member Emerging Economies <p>Fall semester - International Trade and Emerging Markets</p> <ul style="list-style-type: none"> • Recent Trends in Global and Emerging Markets Trade • Firm-Level Export Preparation to Identify Emerging Markets • Firm-level Export Transaction Construct vis-à-vis Emerging Markets • Delivery Modes and Post-delivery Management in Distant Emerging Markets <p>Spring semester - International Finance and Emerging Markets</p> <ul style="list-style-type: none"> • Global Finance and the Rise of Emerging Economies • Swiss/OECD Direct Investment and other Financial Flows to Emerging Economies • Emerging Markets as New Investors to Swiss/OECD and Developing Economies • Digital Finance and Impact Investment in Emerging Economies • Additional themes (as time allows) <ul style="list-style-type: none"> ○ International Finance Initiatives (UNEP FI & UNPRI) ○ Thematic investments ○ UN Capital Development Fund ○ Global & Regional Fintech accelerators <p>Spring Semester - Small Business Internationalization and Emerging Markets Under a research placement MoU established with each participating SME, groups of students act as “junior consultants”. Groups of 2-3 students, are invited to prepare a business analysis report in order to explore and document emerging markets research questions raised by internationalizing Swiss/foreign SMEs based in Geneva or in other Swiss cantons, and interested in developing new trading or investment activities in emerging markets, or to diversify existing trading and/or investment activities to emerging markets.</p> <ul style="list-style-type: none"> • Small and medium-sized enterprise internationalization: key concepts, SME promotion policies, and practice • Post-covid trade & investment opportunities in emerging markets (Africa, Asia, Latin America, Middle East)

	<ul style="list-style-type: none"> • Construct of SME export diagnosis and exploration of access solutions to reach emerging markets • Beyond SME exports: identification of investment and other partnership options in emerging markets
11. Evaluation	<p>The grading of the module shall be based on:</p> <ul style="list-style-type: none"> • A research paper in week 16 of the semester; and/or • Continuous assessments during weeks 1 to 15 according to the decision of the instructor. <p>(The methods and weightings are communicated by the instructor before the evaluations)</p>
12. Remediation/repetition	<p><input checked="" type="checkbox"/> Compulsory remediation if the module grade is between 3.5 and 3.9 / 6. When subject to a remediation, only the grade of the remedial exam will be taken into account (maximum grade 4.0). A repeated module cannot benefit from a remedial exam.</p>
13. Coordinator / main instructor	Philippe Régnier, Fabien Cadez
SECOND PART: LOCATION OF THE MODULE IN THE STUDY PLAN	
14. Level	<p><input type="checkbox"/> Basic module <input type="checkbox"/> Advanced module <input checked="" type="checkbox"/> Specialized module <input type="checkbox"/> Other:</p>
15. Characteristics	<p><input checked="" type="checkbox"/> Module is mandatory (which could lead to final dismissal from the program, cf. art.15, al.1, « Statut des étudiant-e-s bachelor »)</p>
16. Type	<p><input checked="" type="checkbox"/> Main module <input type="checkbox"/> Module linked to main module <input type="checkbox"/> Optional module <input type="checkbox"/> Other:</p>
17. Time organization	<p><input checked="" type="checkbox"/> Module over 1 semester <input checked="" type="checkbox"/> Module over 2 semesters <input checked="" type="checkbox"/> Spring semester <input checked="" type="checkbox"/> Fall semester <input type="checkbox"/> Other</p>