

DESCRIPTION OF MAJOR COURSE

Name of the school : Haute Ecole de Gestion de Genève	Academic Year: 2014-2015
--	------------------------------------

FIRST PART: DESCRIPTION OF MODULE	
1. Domain	Business and Services
2. Department	International Business Management (IBA/IBM)
3. Major name	International Business in Asia
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	20
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 IBAS/EES students, and semesters 5 and 6 for IBAW/EEW 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>Students are being exposed both as young professionals and consumers to 21st century rising Asian markets, which are shaking up the global economy. China alone has become the 2nd largest world economy since 2010, overtaking Japan, and it will probably overtake USA by 2020. Asia already ranks as the first or second trading partner of most OECD economies, including Switzerland. No single internationalized large or smaller firm can ignore the rapid growth of Asian emerging economies, which are also facing sustainable development challenges ahead.</p> <p>The core objectives of the course are the following ones:</p> <ul style="list-style-type: none"> • To access basic knowledge of the major Asian newly industrialized and emerging economies, • To assess the various business opportunities and market barriers to venture in the Asian region, • To understand transnational, national and local Asian corporate cultures and specific modes of business relations, • To identify international value chains partly/fully incorporated in Asia & the Pacific, and market segmentation / division of labour in the primary, manufacturing and tertiary sectors involving Asian and non-Asian competitors or partners.

<p>10. Contents (General themes and descriptions, the accurate content may change)</p>	<p>The philosophy of the course is (i) to expose students to basic socio-economic and business knowledge of Asian emerging countries, and (ii) to equip them with conceptual and practical tools to approach Asian emerging markets and doing business in the region.</p> <p>The course is divided into 4 modules over two semesters:</p> <p><i>First semester</i></p> <ul style="list-style-type: none"> • (M1) The rise of Asian emerging markets: The driving factors of rapid economic growth and social change • (M2) Entering Asian emerging markets: Barriers, opportunities, insights and pathways <p><i>Second semester</i></p> <ul style="list-style-type: none"> • (M3) Corporate cultures, typology of firms, and business eco-systems in emerging Asia • (M4) Business internationalization in Asia & the Pacific: External trade, science and R & D, foreign and local investment, and new types of global partnerships in/outside the region <p>One or several recent textbooks dealing with Asian emerging economies will be used such as James D. and Merchant R. (2013), <i>The New Asia</i>, Santa Barbara /Oxford, Praeger.</p> <p>Each class will be based on a mix of short lectures, business information and reading reviews, case studies and interviews, students' short research assignments and presentations, distant learnings from documents and audio-visuals.</p> <p>Students will be required:</p> <ul style="list-style-type: none"> - To produce a weekly or bi-weekly economic newsletter/press review from Asia & the Pacific, combining country and business sector approaches, - To prepare specific group research works and case studies for in-class discussions and presentations. <p>The classroom style is highly interactive and students are expected, even required, to participate.</p>
<p>11. Evaluation</p>	<p>The grading shall be based on:</p> <ul style="list-style-type: none"> • Regular presence and high interactive participation (even though students are expected to have no or little knowledge of Asian affairs during the first 4-6 weeks of the class); • Occasional and mid-term assessments (e.g. economic and business press reviews/newsletter, reading briefs, case studies, interviews, oral presentations, etc); • A written research paper in weeks 16/32 (which may contribute to the final BA evaluation according to modalities to be communicated). <p>(The methods and weightings are communicated by the instructor before the evaluations)</p>

12. Remediation/repetition	<input checked="" type="checkbox"/> Remediation possible 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. <input type="checkbox"/> No remediation
SECOND PART: LOCATION OF THE MODULE IN THE STUDY PLAN	
13. Level	<input type="checkbox"/> Basic module <input checked="" type="checkbox"/> Advanced module <input type="checkbox"/> Specialized module <input type="checkbox"/> Other:
14. Characteristics	<input checked="" type="checkbox"/> Module mandatory (could lead to final dismissal from the program, cf. art.15, al.1, « Statut des étudiant-e-s bachelor »)
15. Type	<input checked="" type="checkbox"/> Main module <input type="checkbox"/> Module linked to main module <input type="checkbox"/> Optional module <input type="checkbox"/> Other:
16. Time organization	<input 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