

IBM MINOR: INTERNATIONAL ECONOMICS & EMERGING MARKETS

DESCRIPTION OF EM ELECTIVE COURSE #2: International Trade & Emerging Markets: Trade in Practice

Haute école de gestion – Genève	Academic Year: 2026-2027 Fall Semester
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FIRST PART: DESCRIPTION OF MODULE	
1. Domain	Business and Services
2. Department	International Business Management
3. Course name	International Trade & Emerging Markets: Exporting and Importing in Practice
4. Code	16479
5. Type of education	<input checked="" type="checkbox"/> Bachelor <input type="checkbox"/> Master <input type="checkbox"/> MAS
6. Number of ECTS Credits	5
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
8. Teaching language	<input checked="" type="checkbox"/> English
9. Objectives	<p>Context</p> <p>The global economy is changing quickly during the 21st century. The globalisation that characterised the period since the fall of the Berlin wall has been shifting and changing in the recent past, and the supply chains are reconfiguring rapidly. This means that the role of emerging economies in 21st century is substantially more important than ever during the 20th and 21st centuries. This is a particularly interesting challenge for SMEs, whose relatively limited resources and capabilities tend to be seriously tested by their participation in international value chains.</p>

	<p>Emerging economies are responsible for major shifts in global supply chains, while contributing to the rapid development of new forms of entrepreneurship and ways of doing business.</p> <p>This means that SMEs in emerging and developed economies must find ways to ensure they can participate effectively and profitably from these flows in trade of goods and services.</p> <p>To ensure they do so, they need preparation and planning of both internal resources and competencies and of a very careful market entry strategies.</p> <p>This course seeks to help students understand how this market entry plan is developed in practice and how trade actually takes place. The objective is that students acquire practical knowledge of international trade to the point where they are capable of participating actively in trade development activities.</p> <p>Objectives This course aims:</p> <ul style="list-style-type: none"> • To develop the capacities and stimulate the curiosity of students around the fascinating world of exports and imports in emerging countries. • To equip students with practical knowledge of international trade practices and conventions required to successfully access international clients. • To equip students with professional skills (preparations and conduct of an intra-firm export diagnostic, use of international trade agreements and trading data, identification and use of export development supportive services domestically and in markets of destination) • To use international trade analytical tools to assess emerging market opportunities and risks and B2B/B2C value chains • To understand and develop the competencies to put together an effective market entry plan for one product in one target market.
<p>10. Contents (General themes and descriptions, the specific content may vary)</p>	<p>Course Focus: This course takes a highly practical approach to international trade, equipping students with the tools and frameworks needed to engage in exporting to and importing from emerging markets. Students will gain hands-on experience in market research, export/import planning, and trade execution. The course complements <i>Internationalization Strategy in Emerging Markets</i> by focusing on operational and trade-oriented aspects rather than strategic expansion.</p>

	<p>Part 1: Export Readiness and Strategic Situation</p> <ul style="list-style-type: none"> • Identifying opportunities and challenges in trade environment: analysing the environment to assess strategic options. • Assessing firm readiness for emerging market entry: Intra-firm diagnosis and export feasibility. • Recent trends in global trade & emerging markets: Analysis of current affairs and impact on trade. <p>Part 2: Market Analysis and Selection</p> <ul style="list-style-type: none"> • Market research & trade analytics: Using ITC market analysis tools for data-driven decision-making. • Selecting target markets: Assessing access, competition, and regulatory risks. • Understanding market distance: Geographic, economic, cultural, and institutional differences.
	<p>Part 3: Market Entry and Positioning</p> <ul style="list-style-type: none"> • Assessing market entry possibilities: Identifying regulatory and market-based requirements and assessing their impact on market entry feasibility. • Identifying distribution channels: Choosing the right delivery models for emerging markets. • Logistics & supply chain strategies for emerging markets: Planning and managing infrastructure challenges. • E-Commerce & digital trade: Opportunities and challenges of international e-commerce, navigating digital payments.
	<p>Part 4: Sales Success & Long-Term Trade Relationships</p> <ul style="list-style-type: none"> • Support services and ecosystem: Leveraging trade promotion organisations, government incentives, and business support organisations. • Promotion mechanisms and prospecting: Identifying the right opportunities for developing leads and gaining market position in target markets. • Capstone Project: <i>Students will develop a full export plan for a Swiss company targeting an emerging market, either for export of a Swiss products or imports from emerging market of one product. This export plan will need to include all the relevant details required to make the commercial opportunity identified a success.</i>
	<p>Upgraded Learning Methods & Practical Approach</p> <ul style="list-style-type: none"> • Data-driven decision making: Hands-on training in ITC-tools, using the largest and latest database-enabled analytical tools on trade flow analysis, market access, voluntary sustainability standards, etc.

	<ul style="list-style-type: none"> • Experiential learning: real-world research of trade fairs and market outlets to understand in practice distribution channels, segmentation, niche marketing, and other phenomena. • Guest lectures & industry insights: Highly experienced professionals will contribute their practical experience. • Digital Tools & AI Integration: Use of existing information sources online, application of AI to support market research and market entry
<p>11. Evaluation</p>	<p>This course follows a hands-on, project-based learning approach. Students will take on the role of junior Emerging Market (EM) trade advisors, assisting Swiss and non-Swiss enterprises in exploring export opportunities. Evaluation is structured to develop practical trade skills and critical thinking through real-world application.</p> <p>Key Evaluation Components:</p> <ul style="list-style-type: none"> • Group project: Students will work in teams (3–4 members) throughout the semester to develop a comprehensive export or import plan for a real product. This will involve market research, financial planning, and trade execution strategies. • Data-driven decision making: Teams will analyse real-world trade data, using ITC market analysis tools to inform their strategies. • Primary research & industry engagement: Students will integrate primary research methods (e.g., interviews with industry professionals, field research, company visits) into their projects, particularly in the import module. • Continuous assessment: <ul style="list-style-type: none"> ◦ Graded assignments incorporating digital export tools will be assigned as homework and in-class exercises (group and individual). ◦ Milestone submissions will ensure continuous progress, with feedback sessions throughout the semester. • Final presentation & defense: Each team will pitch their trade plan to a panel of faculty and industry experts, demonstrating their ability to apply trade strategies in a professional setting. <p>Use of AI Tools: conditions The use of artificial intelligence tools, such as ChatGPT, in research and assignments is encouraged. However, students will be evaluated based on their critical thinking, analytical rigor, and depth of understanding in applying trade concepts, rather than AI-generated content.</p>
<p>12. Remediation / repetition</p>	<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</p>

