

IBM MINOR: INTERNATIONAL ECONOMICS & EMERGING MARKETS

DESCRIPTION OF EM ELECTIVE COURSE #3: International Finance & Investments in Emerging Markets

Name of the school: Haute école de gestion de Genève	Academic Year: 2026-2027 Spring Semester
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FIRST PART: DESCRIPTION OF ELECTIVE	
1. Domain	Business and Services
2. Department	International Business Management
3. Course name	International Finance & Investments in Emerging Markets
4. Code	16479
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	5
7. Prerequisites	<input checked="" type="checkbox"/> Validation of the electives in semesters 1 and 2 <input checked="" type="checkbox"/> Attendance of the electives 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>Course Context</p> <p>Historically, emerging markets have been the main engine of growth in Europe and later former European colonies in North America and parts of Asia. In fact, financial markets were initially set up 400 years ago with the aim of gathering funds for investments in emerging markets.</p> <p>Starting in the early 1990's, emerging economies have experienced rapid growth, creating new global finance inflows and outflows, particularly in relation to OECD economies and developing countries. Leading economies like China, India, and other Asian nations have spearheaded this growth, but the trend is also observable across the Americas, the Middle East, and even in Africa, which is increasingly seen as the</p>

last major investment frontier.

Foreign direct investment (FDI) has been a key driver of industrialization in many emerging economies, with China serving as a prime example. Initially focused on lower-cost production, FDI in emerging markets has shifted toward more advanced manufacturing and high-tech services in recent years. In turn, leading emerging economies have become active investors themselves, expanding internationally through significant mergers and acquisitions and important investments in financial and private markets.

Simultaneously, global equity and financial investment in general have experienced sizeable growth, with emerging markets becoming increasingly integrated into global financial markets and considered as a cornerstone of smart investors' portfolios. The combined stock markets of Hong Kong, Shanghai, and Shenzhen are poised to surpass Tokyo, making Asia Pacific's market dynamics more important than ever.

For an investor, emerging markets offers genuine opportunities to invest into higher growing and less volatile markets thanks to sound macroeconomic policies. However, emerging economies and markets still carry specific risks which investors must identify and mitigate whenever possible.

Emerging markets are also at the forefront of financial innovation, particularly in the realms of fintech, e-payments, and cryptocurrencies. These innovations often emerge in more disruptive ways than in developed markets and, in conjunction with traditional local and global financial systems, contribute to addressing the massive challenge of sustainable development. Together, these developments offer exciting opportunities for investment in emerging economies, where they can play a crucial role in meeting the Sustainable Development Goals (SDGs).

Focusing on emerging markets, this course will also provide a thorough understanding investing through topics such as the coverage of the basic laws and fundamental relations that any investor must know; the link between macroeconomics and financial market performance different type of financial assets; the risk, opportunities and behavior under different scenario of various types of financial assets; the choice and execution of a sound investment strategy according to one's specific objectives; the selection and assessment of specific investment opportunities.

Today, financial markets have become central to corporate strategy, economic policy and even diplomatic relations. As individuals, we all – if only through our pension fund assets – are invested in equities, bonds, alternative assets and other forms of financial assets.

The ability to read and analyze financial markets as well as to understand its functioning and links to other variables of society constitutes a vital skill regardless of your professional function or the industry you are active in.

Course Objectives

By the end of the course, students will be able to:

1. Understand the Global Financial System

- Grasp the roles of central banks, regulators, and financial institutions in shaping global market dynamics.
- Analyze the functioning of different market structures (organized exchanges vs. over-the-counter markets) in both developed and emerging economies.

2. Evaluate Investment Opportunities in Emerging Markets

- Assess the macroeconomic factors influencing emerging market economies, such as interest rates, inflation, and exchange rates.
- Use tools for portfolio management, risk diversification, and asset allocation to identify investment opportunities in emerging markets.

3. Apply Financial Analysis Tools

- Perform fundamental and technical analysis to evaluate asset classes, including equities, fixed income, and alternative assets in emerging markets.
- Utilize financial databases and software tools to analyze market performance and identify trends in emerging economies.

4. Analyze External Factors Affecting Investment

- Evaluate legal, political, and social factors that influence investment decisions in emerging markets.
- Assess the risk and return of investments in emerging markets using both qualitative and quantitative analysis.

5. Explore Impact Investment and Financial Inclusion

- Understand the role of fintech, digital finance, and alternative finance in fostering financial inclusion and addressing sustainable development goals in emerging economies.
- Evaluate opportunities for impact investing in sectors such as renewable energy, smart cities, and social enterprises.

6. Develop Investment Strategies for Emerging Markets

- Formulate recommendations for investments based on comprehensive analysis of economic, market, and external factors.

	<ul style="list-style-type: none"> ○ Justify investment decisions through the selection of appropriate investment vehicles, asset classes, and strategies tailored to the emerging market context. <p>These objectives aim to equip students with the practical knowledge and analytical tools needed to navigate international finance and investment in the dynamic and rapidly evolving landscape of emerging markets.</p>
<p>10. Contents <i>(General themes and descriptions, the accurate content may change)</i></p>	<p>This course provides a comprehensive understanding of the global financial ecosystem, and insights into the functioning of financial markets across developed, emerging, and frontier economies, through different themes:</p> <p>Part 1: Foundations of Global Finance and Emerging Markets</p> <ul style="list-style-type: none"> • Understanding financial systems and market structures in developed, emerging, and frontier economies. • Role of central banks, banks, and regulators in financial stability and capital flows. • Market structures: organized exchanges vs. over-the-counter (OTC) markets and their relevance to emerging economies. • Macroeconomic linkages: How interest rates, inflation, and exchange rates influence financial markets. • Currencies : different exchange rate systems, their link to macroeconomic policy and stability and the risk to investments. <p>Part 2: Investment assets, risks and opportunities The main asset classes (equities, bonds / fixed income, alternative assets) will be studied under the following angle</p> <ul style="list-style-type: none"> • Characteristics and nomenclature • Risks and performance potential • Factors affecting their behavior and performance • Historical returns • Selection and analysis of specific investments <p>Part 3: Investment Strategies and Portfolio Management</p> <ul style="list-style-type: none"> • Asset classes and risk-return trade-offs in emerging markets. • Portfolio management tools: risk diversification, asset allocation, active vs. passive strategies. • Fundamental vs. technical analysis: Understanding valuation techniques and behavioral finance insights. • Constructing investment strategies: pros, cons and characteristics of different investment strategies, assessing risk and performance, managing risk

<p>11. Evaluation</p>	<p>The course evaluation consists of a group research project that includes both a written investment report and an in-class presentation during the final week.</p> <p>Final Research Assignment: Investment Report on an Emerging Market</p> <p>Each group will analyze a selected emerging economy and prepare an investment report covering the following elements:</p> <ul style="list-style-type: none"> • Macroeconomic Analysis: Key economic indicators and trends. • External Factors: Legal, political, and social aspects relevant to investment. • Local Financial Markets: Market depth, breadth, regulatory environment, and available investment opportunities (equities, fixed income, private markets, etc.). • Market Evolution: Assessment of financial market trends over the past three years. • Investment Recommendations: Identification of opportunities and risks, including preferred investment choices. • Investment Strategy: Justification of the optimal investment approach (choice of asset class, investment vehicle, and strategy). <p>Each group will present their findings in a comprehensive in-class presentation, demonstrating their understanding of the market and investment strategy. Clarity, depth of analysis, and the ability to justify investment decisions will be key evaluation criteria.</p>
<p>12. Remediation/repetition</p>	<p><input checked="" type="checkbox"/> Compulsory remediation if the elective grade is between 3.5 and 3.9 / 6. When subject to a remediation, only the grade of the remedial exam will be considered (maximum grade 4.0). A repeated elective cannot benefit from a remedial exam.</p> <p><input type="checkbox"/> No remediation</p>
<p>13. Coordinator / main instructor</p>	<p>Frédéric Ruiz, Associate Professor and Cécilia Jacquéroiz, Lecturer in collaboration with Benoît Kessler, Teaching Assistant</p>
<p>SECOND PART: LOCATION OF THE ELECTIVE IN THE STUDY PLAN</p>	
<p>14. Level</p>	<p><input checked="" type="checkbox"/> Specialized elective</p>
<p>15. Characteristics</p>	<p><input checked="" type="checkbox"/> Elective is mandatory for minor students (which could lead to final dismissal from the program, cf. art.15, al.1, « Statut des étudiant-e-s bachelor »)</p>

16. Type	<input checked="" type="checkbox"/> Main elective
17. Time organization	<input checked="" type="checkbox"/> Module over 1 semester <input type="checkbox"/> Module over 2 semesters <input checked="" type="checkbox"/> Spring semester <input type="checkbox"/> Fall semester <input type="checkbox"/> Other