



International Business Management

Bachelor of Science

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Haute école de gestion
Genève

International Business Management EE Minors & Electives 2024-2025

March 19th, 2024

IBM Minors 2024-2025



Commodity Trading



- **Commodity Trading Front office**
- **Physical Commodity Operations I**



- **Commodity Trading Middle Office**
- **Physical Commodity Operations II**

Int. Economics and Emerging Markets



- **Globalization and Emerging economies**
- **International trade and emerging markets**



- **International finance and emerging markets**
- **Small Business Internationalization and Emerging Markets**

Autres cours à option IBM

Semestre d'Automne

- Advanced international marketing & sales (evening)
- Trade & Commodity finance (evening)
- Advanced Business law (evening)

Semestre de printemps

- E-business & Social media (evening)
- Shipping (evening)

Ateliers information IBM Minors

Lundi 25 Mars, 12h-13h

- B2.21 – Commodity trading

Mardi 26 Mars, 12h-13h

- B2.21 – International Economics and Emerging Markets

Thank you for your attention!



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Hes·SO  GENÈVE

Haute Ecole Spécialisée
de Suisse occidentale

Commodity Trading

Coordinator: Julie Noller



Commodity Trading Minor

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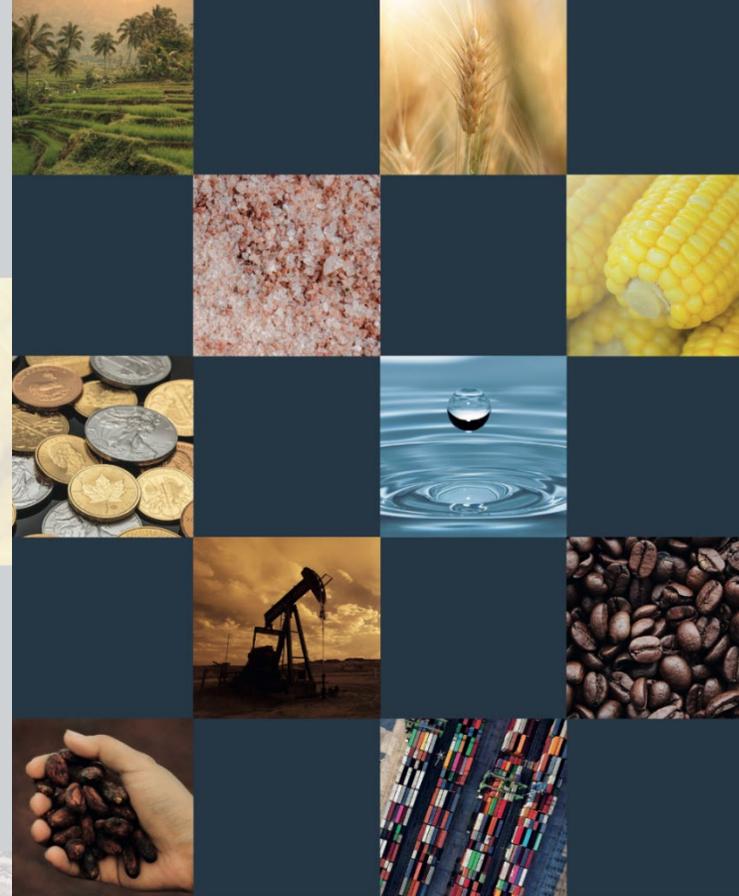
The Changing Role of Commodity Trading Companies

- Sustainable Agriculture: climate risk & food supply
- The Energy Transition: decarbonisation of energy sources
- Globalisation → Regionalisation: Security of Supply for Food & Energy
- Shifting Trade Flows: recent events have disrupted traditional flow of commodities
- Environmental, Social & Governance (ESG): financing and investment bottlenecks

Be Part of the Solution

Commodity Trading Needs

YOU



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Why Geneva?



Geneva is arguably the principal hub for Commodity Trading and a global leader in many Commodities.

Commodity Trading has been present in Switzerland (Geneva) since the Middle Ages, thanks to its advantageous geographical position at the crossroads of European commercial routes.



Lac Lemman Region

270 Trading Companies
28 Shipping Companies
34 Service Companies

Switzerland

502 Trading Companies
39 Shipping Companies
34 + Service Companies

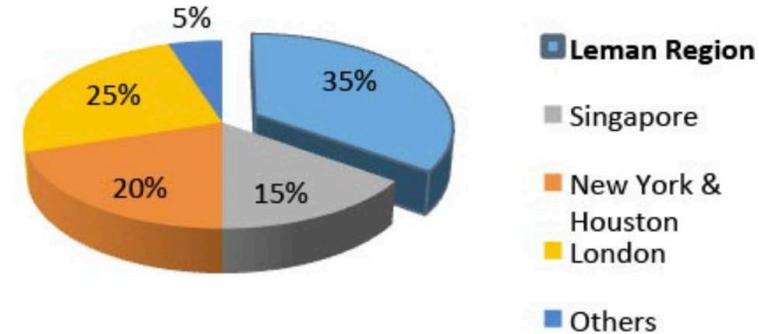
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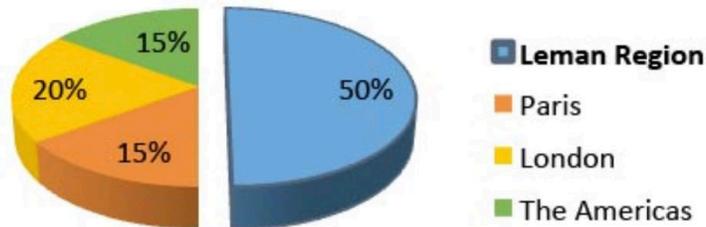
Global Leader for Multiple Commodities

- Global leader in volume traded for Oil (Crude and Products)
- Global leader for Grains and Oilseeds
- European leader for Sugar
- Global leader for Coffee
- Global leader in Commodity Trade Financing
- Global leader in Inspection and Certification
- Handles 22% of all commodity global movement

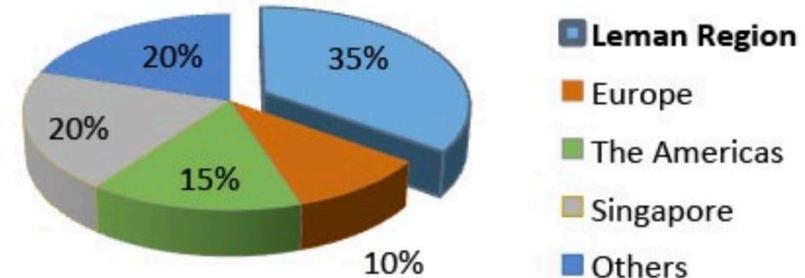
Petroleum Trading



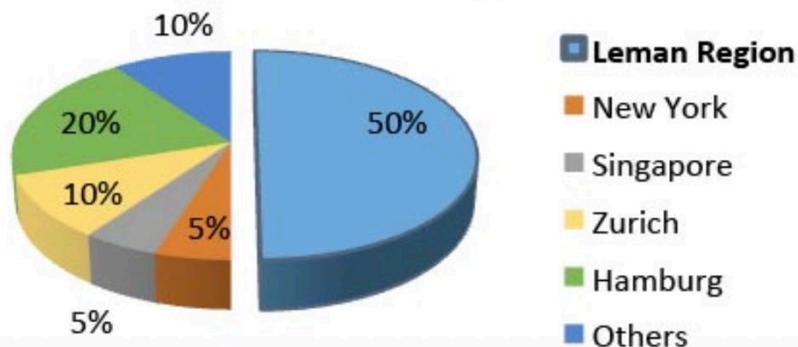
Sugar Trading



Grains Trading



Coffee Trading



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Course Content

FALL SEMESTER - KEY COURSES

Front Office (Mandatory) – How do trading companies make money? Time, Form and Location all present commodity trading arbitrage opportunities. The basics of commodity trading commercial activities including forward curves, hedging tools, market instruments and how to manage price risk.

Physical Trading Operations (Mandatory) – How does a trade transform from a promise written on paper to a delivered and paid for cargo? Covering the key commodity trade flows and market players, this course introduces the foundation of physical commodity trading, including INCOTERMS, contracts, operations and management of the associate risks.

Commodity Trade Finance - no finance, no trade! The importance of trade finance and financing structures in commodity trading deals. This is explored from the perspective of the trading houses and from the banks providing the finance. The course covers the key finance instruments and the key role in managing risks in commodity trading.

The Energy Transition – Climate change is a major challenge, and the world needs a low-carbon, environmentally sustainable, reliable and affordable energy supply model. For this reason, the shift from fossil fuels to renewable and low carbon energy sources is impacting commodity trading models and markets.

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Course Content

SPRING SEMESTER - KEY COURSES

Middle Office (Mandatory) – How commodity trading exposure is managed. Introducing the key concepts of product control, position management, Mark-to-Market reporting and Profit & Loss attribution. The increasing role of compliance, regulations and sanctions is also covered in this module.

Physical Trading Operations II (Mandatory) – Building on the concepts covered in part I, this course adds more detail. Providing more practical applications and real-life examples of physical trading and the operational risks involved.

Shipping – Dealing with international industries requires a high level of expertise in shipping. Learn how to deal with different types of transport and characteristics of various vessels. Gain more transparency in terms of logistics, operations, freight charges, surcharges and hidden costs.

ADDITIONAL ELECTIVES

Digital Tools & Machine Learning Applications*

International Risk Management

** Recommended for commodity trading data analysis orientation*

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Competencies acquired through practical & real-life experiences

⇒ Practical, critical thinking and problem solving. The ability to solve, analyse and investigate real life problems, situations and case studies.



⇒ Dynamic, up to date knowledge of evolving commodity markets.



⇒ Networking



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Destination Jobs

Junior Operator
or Contract
Execution

Junior Trader or
Trading Assistant

Trade Finance
Analyst
(Bank or Trading
Company)

Commodity
Trading Entry
Level Jobs

Risk or Middle
Office Analyst

Auditing:
PWC, E&Y, KMPG,
Accenture

Graduate
Programs
Trafigura, LDC,
COFCO,
TotalEnergies

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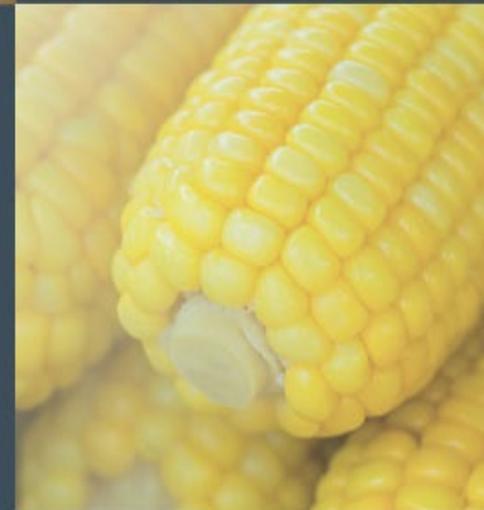
HEG COMMODITY TRADING GRADUATE EMPLOYEES



Our team



Julie Noller



Richard Watts



Romain Afelt



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INTERNATIONAL ECONOMICS & EMERGING MARKETS

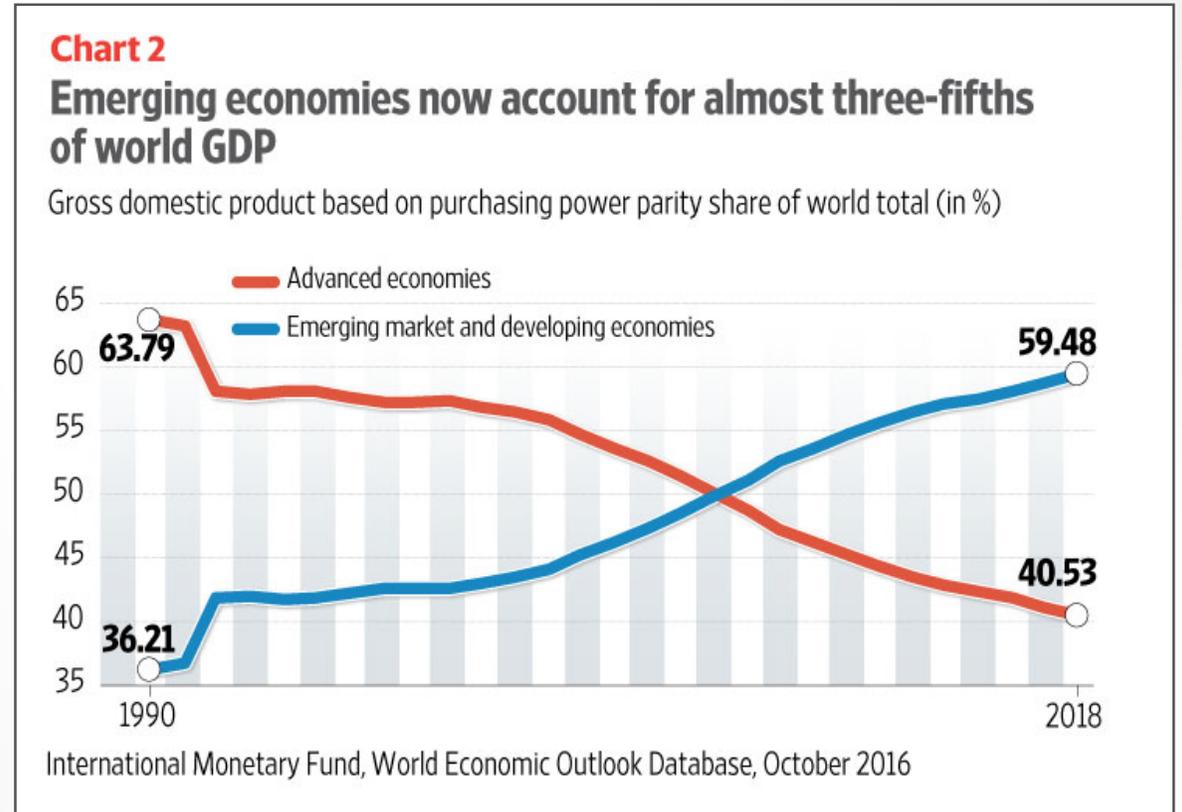
Philippe Régnier - Professor
Benoît Kessler – Teaching Assistant

WHY EMERGING MARKETS?

- Exploring a major disruption in 21st century economics
- Global market rise of emerging economies in Asia, Latin America and ... even Africa !
- China will be #1 world economy by 2025-30 surpassing USA !!!
- Swiss non-EU total exports 2020 driven by two Asian giants

CHINA = 5,5%
USA = 5,3%
INDIA = 3,7%

Western companies need to access new/rising EM opportunities to compensate saturated or declining OECD markets + diversify their sales and reduce risk exposures worldwide



BREAKING NEWS!



Switzerland signs free trade agreement
with India (March 2024)

INDIA WORLD 3rd ECONOMY BY 2030?

MINOR PROGRAM

CORE ELECTIVES

**ACCESSING EMERGING MARKETS:
NOT WESTERN BUSINESS AS USUAL !**

FALL SEMESTER

1. **Globalization & Emerging Economies**
2. **International Trade & Emerging Markets**
(compulsory to access elective #4)

SPRING SEMESTER

3. **International Finance & Emerging Markets**
4. **Small Business Internationalization: How Can SMEs Reach Emerging Markets? Real Case Studies**
(students must have followed elective #2)

OTHER ELECTIVES

- Advanced Business Law
- Mergers & Acquisitions in Corporate Finance
- International Risk Management
- Sustainable Entrepreneurship (to be confirmed)

ACQUIRED SKILLS & COMPETENCIES

- Quantitative + qualitative research methods: analysis of the rise of emerging economies (economic and social sources and international open data)
- Identification and measurement methods of emerging markets (including introduction to ITC distant analytical tools)
- Swiss / OECD export promotion, trading access and business contracting counselling vis-à-vis emerging markets and operating with B2B and B2C clients locally (including MOOC training construction for Swiss SMEs interested to explore emerging markets)
- Swiss/OECD direct investment strategies, planning and operations in emerging economies (Asia, Latin America, Africa & Middle East)
- Financial markets OECD economies / emerging economies (including Mergers & Acquisitions worldwide) and the rise of global investment by emerging economies
- Field junior research consulting skills with direct exposure to Swiss SMEs exploring new business opportunities in emerging markets

PROFESSIONAL OPPORTUNITIES

- Junior professionals joining **multinational firms** and large/intermediary enterprises (HQs and subsidiaries) dealing with import-exports, scientific and technology partnerships, direct and/or portfolio investment focused on emerging economies worldwide or locally
- Junior professionals joining **SMEs** for new emerging market business research, advertisement, marketing and distant sales overseas, including back-office support to export and/or investment operations to specific emerging markets
- Junior professionals joining **specialized services** (private or public) promoting Swiss/OECD large and SME firms to emerging markets such as chambers of commerce and consulting firms (engineering, trade, finance) but also specific services in advert & marketing, export credit and other types of finance, business law and intellectual property rights, scientific and technological partnerships, certification (norms & standards compliance), trading /investment logistics, guaranties and insurance, transportation modes, HR and intercultural management, ...
- **Dual occupation job/training for further specialization:** specialized professional masters specialized on emerging economies in Switzerland (Univ. of Geneva, HEG-Arc Neuchâtel, ...) or overseas (including Asian, Latin American and African destinations)

EMERGING MARKETS MINOR PARTNERSHIPS WITH PUBLIC AND PRIVATE INSTITUTIONS

Since 2015, close cooperation with a series of key institutions supporting private sector to emerging markets:



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Swiss Confederation

Federal Department of Economic Affairs,
Education and Research EAER
**State Secretariat for Education,
Research and Innovation SERI**



enabling new business



International
Trade
Centre

- Engineering, international trade, legal, audit & finance consulting firms
- International trading, transport and certification firms
- Cantonal Banks and other commercial banking institutions

Professor



Philippe
RÉGNIER

Teaching Assistant



Benoît
KESSLER

