

DESCRIPTION OF MAJOR COURSE

Name of the school : Haute école de gestion de Genève	Academic Year: 2018-2019
--	------------------------------------

FIRST PART: DESCRIPTION OF BOTH MODULES OF THE MAJOR	
1. Domain	Business and Services
2. Department	International Business Management
3. Major 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"/> 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>The key objectives of the major course are:</p> <ul style="list-style-type: none"> (i) to expose students to emerging markets in Asia, Africa, Middle East, and the Americas as the new driving engines of 21st century globalization and growth; (ii) to equip students with business knowledge and professional skills to master emerging markets and products in areas such as manufacturing, trade, investment & finance, and other services; (iii) to introduce students – through corporate research placements and professionalizing internships – to Swiss or foreign multinational corporations, large firms, and SMEs established in the Geneva/Lausanne Region more and more active in emerging markets. <p>Addressing emerging markets require specific knowledge of rising opportunities combined with imperative mastering of specific market access barriers and tricky business risks.</p> <p>Since the 1990s, emerging markets have been responsible for major shifts in global production of manufactures and services, and also for the rapid development of new</p>

	<p>forms of entrepreneurship, investment, innovation, alternative business models and appropriate technologies. All surveys indicate an acceleration of this trend by 2020-2030 with Asian economies in the lead, but also substantial transformations in other emerging regions, including Africa as a recent newcomer. China and India are becoming the first and third largest world economies, followed by other Asian countries such as Indonesia, Korea, Hong Kong and Taiwan, Malaysia, Singapore, Thailand and Vietnam. Central. South American economies are dominated by Brazil, Argentina, Chile and Mexico. Africa by Egypt, Kenya, Morocco, Nigeria and South Africa. The Middle East by the Emirates, Lebanon, Saudi Arabia and ex-Soviet republics like Kazakhstan. Other economies are opening or taking off such as Bangladesh, Ethiopia, Iran, Myanmar, Philippines, Tanzania, ...</p> <p>Emerging economies include billions of people, over 700 millions of new middle classes, and a rapid expansion of new rich elites, whose levels of education and skills tend to catch up with aging and smaller populations in industrialized countries, including Switzerland. Furthermore, emerging economies are also becoming rising competitors in technology, trade and investment of their own vis-a-vis both developed and developing countries.</p>
<p>10. Contents <i>(General themes and descriptions, the accurate content may change)</i></p>	<p>The course is divided into 4 modules over two semesters:</p> <p>First Semester:</p> <ul style="list-style-type: none"> • (M1) Emerging Markets – Why Go Now? • (M2) Trade and Investment: The Rise of Emerging Markets <p>Second Semester (M3 and M4 will run in parallel):</p> <ul style="list-style-type: none"> • (M3) Global Finance & Diversification into Emerging Markets • (M4) Students' Young Professional Research. Placements in Partnership with Swiss and Foreign Companies Active in Emerging Markets <p>Description of Module 1 – Why Go Now?</p> <ul style="list-style-type: none"> • Introduction: <ul style="list-style-type: none"> ○ Identification and Definitions of Emerging Markets ○ Emerging Markets (for Commodities & Manufacturing) ○ Emerging Markets Products (for Finance & Other Services) • Why Go Now? Disruptive Rise of Emerging Markets • Why Go Now? Quantitative/ Qualitative Approaches • The 21st Asian Century and China's Business Leadership • Differentiations of Emerging Markets in Africa & Americas • Technology and Know How to Access Emerging Markets • Intercultural Management and Other Soft Skills to Access Emerging Markets • The Use of New Business Models by MNCs and SMEs Venturing into Emerging Markets

Description of Module 2 - The Rise of Emerging Markets in Int'l Trade & Investment

- Exporting to Distant Emerging Markets: Opportunities and Risk Management Specificities
- Swiss and Foreign MNCs Operating in International Agro-Food & Commodities Trade with Emerging Economies
- Swiss /Foreign MNCs and Manufacturing Exports to Emerging Markets: A Multi-Sectoral Approach
- Swiss/Foreign Outsourcing and Global B2B/B2C Value Chains: New chains: Cross-Direct Investment, Tech Partnerships and Mergers & Acquisitions from/to Emerging Markets
- Internationalization of Swiss SMEs and Start-ups to Emerging Markets: From Direct/Indirect Exports to Local Production
- Industry 4.0: The Asian Digital and IT Leadership and Implications for Swiss and Foreign Firms
- Rise of Frontier Markets and New Forms of Cooperation in Design, R & D, IPRs, Open Source & Tech Transfer

Description of Module 3 - Global Finance & Diversification into Emerging Markets

- Wealth Accumulation in Emerging Economies and Recent Trends in Global Finance
- Overview of Emerging Markets Products in Global Finance
- Swiss and Foreign Commercial Banking -Emerging Markets
- Swiss and Foreign Insurance-Reinsurance Exposure in Emerging Economies
- Switzerland and Foreign Competition in Emerging Markets Products in Equity & Portfolio Risk Management (1)
- Switzerland and Foreign Competition in Emerging Markets Products in Equity & Portfolio Risk Management (2)
- Shifts in Commodity Trade Finance to Asia and other Emerging Markets
- Swiss Fin Techs and Rapid Digitalization of Financial Emerging Markets/Products (E-payments, Crypto-Currency, Participative capital, ...)

Description of Module 4 - Students' Young Professional Research Placements in Partnership with Swiss and Foreign with Firms Active in Emerging Markets

Students conduct a professionalizing research project studying a business issue or question formulated by a Swiss/Foreign firm established in the Geneva/Lausanne region exploring emerging markets or already active in some of them.

The research work subject can be related to manufacturing, trading or financial matters, and is evaluated at regular intervals at HEG-Ge and/or on the firm site of the participating firm.

11. Evaluation	<p>The grading is based on:</p> <p>First semester</p> <p>60% of final grade: Regular evaluation during each of the first two modules through weekly individual and in group research assignments using some tools of inverted pedagogy (short readings, review of business news, case studies, videos and short Moocs, professional materials).</p> <p>40% of final grade: Students have to produce a group paper at the end of the first semester (comparative case studies of firms active in emerging markets) and defend it in writing and orally during the end exam session of the first semester.</p> <p>Second semester</p> <p>30% of final grade: Regular evaluation (like during 1st semester but only for the third module (Module 3)).</p> <p>70% of final grade: A business research paper is presented in writing and orally to both the firm and to one of the two lecturers of the Major course, both acting as co-supervisors of the research placement. A few evaluations of research work in progress will be organized by the two lecturers acting as co-supervisors.</p>
12. Remediation/repetition (per module)	<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. <input type="checkbox"/> No remediation
13. Coordinator / main instructor	Philippe Régnier / Aftab Khan
SECOND PART: LOCATION OF THE MODULES IN THE STUDY PLAN	
14. Level	<input type="checkbox"/> Basic module <input type="checkbox"/> Advanced module <input checked="" type="checkbox"/> Specialized module <input type="checkbox"/> Other:
15. Characteristics	<input checked="" type="checkbox"/> Both modules are mandatory (which could lead to final dismissal from the program, cf. art.15, al.1, « Statut des étudiant-e-s bachelor »)
16. Type	<input checked="" type="checkbox"/> Main modules <input type="checkbox"/> Modules linked to main module <input type="checkbox"/> Optional module <input type="checkbox"/> Other:
17. Time organization	<input checked="" type="checkbox"/> Modules over 1 semester <input type="checkbox"/> Modules over 2 semesters <input checked="" type="checkbox"/> Spring semester (module 2) <input checked="" type="checkbox"/> Fall semester (module 1) <input type="checkbox"/> Other A change of major course during the academic year is not authorized