

DESCRIPTION OF ELECTIVE COURSE

Name of the school : Haute école de gestion de Genève	Academic Year: 2020-2021
--	------------------------------------

FIRST PART: DESCRIPTION OF MODULE	
1. Domain	Business and Services
2. Department	International Business Management
3. Minor name	Applied Economics
4. Code	31019
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	6
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 purpose of this optional course is to provide knowledge, skill and practice in applying economic and management concepts to the newly emerging field of wine economics. This course gives a general overview of wine economics, wine business, marketing, and related scientific research. However, even if students have little interest in the wine product, they should find this class useful to better understand the structure and organization of other markets and industries.</p> <p>The course will provide students with both theoretical groundings as well as practical hands-on and interactive experience in applied economics. At the completion of this course, students will have a detailed understanding of the applied economics' literature, theoretical foundations, applied methodologies and data.</p> <p>This course will provide an opportunity for students to reinforce knowledge of microeconomics, macroeconomics, trade, investments and econometrics. In addition, students will understand how the principles and techniques demonstrated through the study of a particular subject matter (wine) may be applied across a wide spectrum of economic analyses in academic, business and policy environments.</p>

<p>10. Contents <i>(General themes and descriptions, the accurate content may change)</i></p>	<p>The course aims to link knowledge and understanding of wine markets with basic skills and methods in applied economics and management. Students will develop the capacity to understand economic, social, cultural, and policy issues related to wine production, consumption, marketing and international markets. They will learn about existing applications of economic concepts to wine related issues, and how to apply their knowledge to real world situations.</p> <p>A tentative list of topics and applications to be covered include:</p> <ul style="list-style-type: none"> - The Wine Product: hedonic prices, prices as quality signals. - The Wine Firm: production, information costs, and economic organization, and estimation of supply elasticities. - Wine-Firm Behavior: firms motivations, sourcing strategies, pricing decisions. - Grape markets and supply cycles: forecasting techniques. - Wine Consumer and demand: estimation of demand functions, experimental analysis on objectives vs sensory characteristics of the product, how auctions work. - Wine market structure: market structure and market power, product variety, quality and bundling. - Global Markets and Internationalization of Wine Firms: market access, new export markets, export emergence, global competition. - Finance and Wine: wine as a financial investment, emotional assets, role of uncertainty, the effects of financial crisis on wine production and consumption.
<p>11. Evaluation</p>	<p>The grading of the module shall be based on:</p> <p>Students will be requested to do two empirical homework in groups of two students (30% each of the final grade). Students will have the choice of preparing individually a short empirical paper (12 pages maximum) using some of the tools discussed in class or to seat in an individual exam at the end of the semester (40% of the final grade).</p> <p>(The methods and weightings will be communicated by the instructor at the beginning of the semester)</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 exam will be taken into account (maximum grade 4.0). A repeated module cannot benefit from a remedial exam.</p> <p><input type="checkbox"/> No remediation</p>
<p>13. Coordinator / main instructor</p>	<p>Nicolás Depetris Chauvin</p>

SECOND PART: LOCATION OF THE MODULE 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"/> Module is 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 module <input type="checkbox"/> Module linked to main module <input type="checkbox"/> Optional module <input type="checkbox"/> Other:
17. Time organization	<input checked="" type="checkbox"/> Module over 1 semester <input type="checkbox"/> Module over 2 semesters <input type="checkbox"/> Spring semester <input checked="" type="checkbox"/> Fall semester <input type="checkbox"/> Other