

DESCRIPTION OF ELECTIVE COURSE

Name of the school : Haute école de gestion de Genève	Academic Year: 2021-2022
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FIRST PART: DESCRIPTION OF MODULE	
1. Domain	Business and Services
2. Department	International Business Management
3. Course name	Globalization and Emerging Economies
4. Code	31021
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 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 checked="" type="checkbox"/> English
9. Objectives	<p>Context</p> <p>The purpose of this course is to present how globalization includes rapid growth emerging economies since the start of the 21st century. These economies represent new business opportunities for Switzerland and other developed economies in international trade, finance, science & technology.</p> <p>Emerging economies mainly in Asia but also in Africa and Latin America include the majority of world population and youth, rapid urbanization, over 700 million of new middle classes, expansion of the new rich. China is becoming the first world economy soon surpassing USA, and other emerging economies follow (Brazil, India, Indonesia, Mexico, Nigeria, South Africa,...). Their levels of education and skills are already catching up with aging and smaller populations in industrialized countries, including Switzerland.</p> <p>These new global economic actors emerge with appropriate and innovative business models matching more and more international value chains both at B2B and B2C levels. They capture more and more market shares worldwide both in new and traditional sectors of energy and minerals, manufacturing and services.</p>

	<p>It is a must to understand how emerging economies have simultaneously become rising competitors and partners in technology, trade and investment vis-a-vis both developed and developing countries.</p> <p>Objectives This course has multiple key objectives, which are:</p> <ul style="list-style-type: none"> • to expose students to the global phenomenon of emerging economies • to understand patterns and drivers of rapid growth and innovation in emerging economies <p>For their professional and entrepreneurial environments, students will also benefit from the capacity to:</p> <ul style="list-style-type: none"> • analyze far, distant and risky but dynamic emerging economies mainly in Asia but also in Africa, Latin America and the Middle East • identify emerging markets' new trade, finance and technology inflow and outflow contributions to globalization • explore economic relations and new partnerships between Switzerland and emerging economies
<p>10. Contents</p> <p><i>(General themes and descriptions, the accurate content may change)</i></p>	<p>Part 1. Identification of Emerging Economies</p> <ul style="list-style-type: none"> • Definitions of Emerging Economies • Localization mainly in Asia but also Africa, Americas and Middle East • New global flows of competition and partnerships • Inclusion in B2B and B2C global value chains • OECD / Emerging Markets: distance, access, opportunities and risks <p>Part 2. Emerging Economies Facing Globalization and Sustainable Development</p> <ul style="list-style-type: none"> • New development models for growth and poverty reduction • Leap frog industrialization strategies: From cheap to disruptive technologies • Reverse manufacturing and services to solve short term imperatives & meet long term sustainable development <p>Part 3. Emerging Asia as 21st Century World Economy Driver</p> <ul style="list-style-type: none"> • China, India, Northeast and Southeast Asia • Rising middle class and the new rich • Addressing the bottom of the social pyramid • Technology and innovation hubs <p>Part 3. Future Potentials of G-20 Member Emerging Economies</p> <ul style="list-style-type: none"> • Variety of growth profiles among emerging economies • Global cooperation in Research & Development • Trade war and Geopolitics <p>Short presentations, country/sector case studies, videos/text books/medias, group discussions will be used.</p>

11. Evaluation	<p>Evaluation is based on:</p> <ul style="list-style-type: none"> • During weeks 1 to 15, a series of continuous graded assignments (as homework and in class, in group or individually) • Presence and active participation is taken in consideration • January 2022 final research paper, in progress since week 6 or 7 <p>(Detailed evaluation methods and weightings will be communicated at the beginning of the semester and during the 15 weeks)</p>
12. Remediation/repetition	<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.
13. Coordinator / main instructor	Philippe Régnier, Anthony Mouchard
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