

DESCRIPTION OF ELECTIVE COURSE

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| Name of the school : Haute école de gestion de Genève | Academic Year: 2021-2022 |
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| FIRST PART: DESCRIPTION OF MODULE | |
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| 1. Domain | Business and Services |
| 2. Department | International Business Management |
| 3. Course name | International Trade and Emerging Markets |
| 4. Code | 31022 |
| 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 type="checkbox"/> French <input type="checkbox"/> German <input checked="" type="checkbox"/> English <input type="checkbox"/> Other : |
| 9. Objectives | <p>Context Considering the rapid growth and inclusion of emerging economies in 21st century. globalization and value chains, large firms and especially SMEs face new export opportunities and risks to access attractive but distant emerging markets.</p> <p>Emerging economies mainly in Asia but also in Latin America and more recently in Africa and the Middle East are responsible for major shifts in global production and trade of commodities, manufactures and services. They also contribute to a rapid development of new forms of innovation, entrepreneurship, alternative business models and appropriate technologies. Projections indicate an acceleration of this trend in 2020-2030 led by Asian economies- Other emerging regions will also contribute more to international trade, including Africa as the last global market frontier.</p> <p>Facing slow growth, stagnation or recession in aging industrialized countries, including Switzerland, internationalizing firms and SMEs in particular need to explore emerging markets to diversify and expand exports, and even import sources for more performing exports. As accessing emerging economies differ from traditional</p> |

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| | <p>OECD trading partners in many ways, specific intra-firm capacities and specialized external supportive services need to be identified and mobilized to be able to reach emerging markets.</p> <p>Objectives This course aims to :</p> <ul style="list-style-type: none"> • expose students to emerging markets in Asia, Africa, Middle East, and the Americas • use international trade analytical tools to assess emerging market opportunities and risks as new export driving engines of 21st century globalization and B2B/B2C value chains • equip students with international trade knowledge specific to emerging markets (intercultural negotiations, formal/informal contracting modes, trading intermediation, export-import finance, legal aspects) • prepare students with professional skills (preps and conduct of an intra-firm export diagnostic, use of international trade agreements and 8 digits trading data, identification and use of export development supportive services domestically and in markets of destination) <p>to master Swiss-European / emerging markets' trading opportunities & risks for commodities, manufactures, services, science and technologies.</p> |
| <p>10. Contents <i>(General themes and descriptions, the accurate content may change)</i></p> | <p>Part 1. Recent Trends in Global and Emerging Markets Trade</p> <ul style="list-style-type: none"> • Growth of merging economies in recent World Trade Reports • Impact of Covid-19 crisis on global trade and resilience of emerging markets • Analytics of emerging markets' trading data and mapping (ITC-Geneva) • Trading opportunities and risks to access emerging markets • Role of export supportive services to reach emerging markets <p>Part 2. Firm-Level Export Preparation to Identify Emerging Markets</p> <ul style="list-style-type: none"> • Preliminary exploration of emerging markets (different forms of distance, business opportunities, country and other risks) • Conducting an Intra-Firm EM Export Diagnosis • EM export feasibility study (including access to digital tools) • Access to public-private EM survey specialized services <p>Part 3. Firm-level Export Transaction Construct vis-à-vis Emerging Markets</p> <ul style="list-style-type: none"> • Conduct & management of intercultural contracting negotiations • Contracting modes (direct/indirect trading, legal aspects, formal/informal intermediation, risk analysis) • Conditioning/packaging, other logistics and transportation to emerging markets • Accessing export finance to emerging markets (Exim credit, guaranties, insurance) • Customs, certification and delivery imperatives vis-à-vis emerging markets • Accessing e-commerce & e-payments to emerging markets <p>Part 4. Delivery Modes and Post-delivery Management in Distant Emerging Markets</p> <ul style="list-style-type: none"> • Delivery modes and final client outreach in different types and sizes of emerging markets |

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| | <ul style="list-style-type: none"> • After export sale services to distant emerging markets • Maintenance and reparation with what kind of local/regional logistics • Disputes and claims from local clients (inter-cultural and legal aspects) <p>Short intros, ITC trainings, country/sector case studies, videos/text books/medias, simulations, group discussions will be used</p> |
| 11. Evaluation | <p>Evaluation is based on students' role playing as junior EM export advisors:</p> <ul style="list-style-type: none"> • During weeks 1 to 9, continuous graded assignments to groups of students and using digital export tools (as homework and in class, in groups and/or individually) • During weeks 10-15, final construction and delivery of an EM export training MOOC in collaboration with Cantonal Chambers of Commerce & Industry (with identification of real internationalizing SMEs interested to expand into emerging markets for the SME internationalization exercise in Spring Semester) <p>(Detailed evaluation methods and weightings will be communicated at the beginning of the semester and during the 15 weeks)</p> |
| 12. Remediation/repetition | <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> |
| 13. Coordinator / main instructor | Philippe Régnier, Anthony Mouchard |
| SECOND PART: LOCATION OF THE MODULE IN THE STUDY PLAN | |
| 14. Level | <p><input type="checkbox"/> Basic module</p> <p><input type="checkbox"/> Advanced module</p> <p><input checked="" type="checkbox"/> Specialized module</p> <p><input type="checkbox"/> Other:</p> |
| 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 | <p><input checked="" type="checkbox"/> Main module</p> <p><input type="checkbox"/> Module linked to main module</p> <p><input type="checkbox"/> Optional module</p> <p><input type="checkbox"/> Other:</p> |
| 17. Time organization | <p><input checked="" type="checkbox"/> Module over 1 semester <input type="checkbox"/> Module over 2 semesters</p> <p><input type="checkbox"/> Spring semester <input checked="" type="checkbox"/> Fall semester <input type="checkbox"/> Other</p> |