

DESCRIPTION OF ELECTIVE COURSE

Name of the school : Haute école de	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	Small Business Internationalization and Emerging Markets
4. Code	31024
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 checked="" type="checkbox"/> Having attended the International Trade and Emerging Markets course
8. Teaching language	<input type="checkbox"/> French <input type="checkbox"/> German <input checked="" type="checkbox"/> English <input type="checkbox"/> Other:
9. Objectives	<p>Context</p> <p>About 98% of existing businesses in developed economies are small & medium sized enterprises (SMEs). Their international role is particularly important in small economies such as Switzerland, which are highly dependent on foreign markets. Over 20% of Swiss SMEs are active abroad, and a rising number are globally born start-ups (meaning present in Europe and at least in one other continent, which is North America or Asia more frequently).</p> <p>Due to slow growth, stagnation or recession of traditional OECD markets, Swiss SME internationalization needs to expand and diversify to rising emerging markets, especially in Asia and the Americas, but also in neighbor Africa described as the last development frontier in the 21st century. China alone will become the no1 world economy by 2025-2030, followed by a number of other G20 economies such as Brazil, India, Indonesia, Mexico, Nigeria, South Africa ...</p> <p>So far, most SMEs are only familiar with European and North American developed economies. Their further internationalization to benefit from business opportunities in</p>

	<p>dynamic emerging economies has to cope with specific market barriers and access modes, appropriate mobilization of SME internal resources (limited by definition), and identification of external supportive services specialized in non-OECD markets of destination.</p> <p>This course is conceived as a real SME internationalization diagnosis exercise. In cooperation with Swiss cantonal chambers of commerce & industry, students are invited to act as junior consultants to SMEs interested to explore emerging markets for import sourcing and/or export diversification, and/or for direct investment, and/or for R&D and technology partnerships.</p>
<p>10. Contents <i>(General themes and descriptions, the accurate content may change)</i></p>	<p>Descriptive themes covered during the SME internationalization diagnosis</p> <ul style="list-style-type: none"> • Small and medium-sized enterprise internationalization: key concepts, SME promotion policies, and practice • Post-covid trade & investment opportunities in emerging markets (Africa, Asia, Latin America, Middle East) • Construct of SME export diagnosis and exploration of access solutions to reach emerging markets • Beyond SME exports: identification of investment and other partnership options in emerging markets <p>Organization:</p> <p>Groups of 2-3 students, are invited to prepare a business analysis report in order to explore and document emerging markets research questions raised by internationalizing Swiss/foreign SMEs based in Geneva or in other Swiss cantons, and interested in:</p> <ul style="list-style-type: none"> (i) development of new trading or investment activities in emerging markets, (ii) diversification of existing trading and/or investment activities to emerging markets. <p>Under a research placement MoU established with each participating SME, groups of students act as “junior consultants” under the coaching and co-supervision of:</p> <ul style="list-style-type: none"> (i) a course instructor, (ii) a senior officer of the participating SME. <p>This course may lead after its completion to further and optional collaboration and/or internship for HEG-Ge final bachelor students.</p> <p>Family and non-family based SMEs and affiliates or departments of large enterprises and multinational firms can also be considered</p>

11. Evaluation	<p>The evaluation is based on:</p> <ul style="list-style-type: none"> • a brief review (weeks 1-4) of existing knowledge of SME internationalization key concepts, public-private promotional policies and practice (also based on knowledge collected from the fall semester course “International Trade and Emerging Markets”) • a series of oral and written short reports in progress (until week 8) exploring and documenting the emerging markets’ business research question(s) raised by the participating SME or multinational • a mid-term emerging market survey report (week 9) discussed both with the course instructor and the participating SME/multinational senior officer acting as co-supervisors • A final emerging market survey report (25-30 pages) to be submitted by mid-May and presented orally in end May/early June to both co-supervisors <p>The detailed methods and weightings will be communicated by the instructor at the beginning of the semester</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. <input type="checkbox"/> No remediation
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 checked="" type="checkbox"/> Spring semester <input type="checkbox"/> Fall semester <input type="checkbox"/> Other