

IBM MINOR: INTERNATIONAL ECONOMICS & EMERGING MARKETS

DESCRIPTION OF EM ELECTIVE COURSE #1: Introduction to Emerging Markets Economies

Haute école de gestion - Genève	Academic Year: 2025-2026 Fall Semester
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FIRST PART: DESCRIPTION OF MODULE	
1. Domain	Business and Services
2. Department	International Business Management
3. Course name	Introduction to Emerging Markets 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
8. Teaching language	<input checked="" type="checkbox"/> English
9. Objectives	<p>Context This elective course provides students with a comprehensive understanding of the economic, political, and cultural dynamics of emerging markets. These economies represent new business opportunities for Switzerland and Europe, as well as for other OECD developed economies. Their global contributions are also reshaping world geo-economics and the post-1945 multilateral system.</p> <p>Emerging economies, mainly in Asia, but also in Africa and Latin America, comprise the majority of world population and youth, over 700 million of new middle classes, and expansion of the new rich. They are also characterized by their rapid urbanization.</p>

	<p>China is becoming the first world economy - soon surpassing USA. Other emerging economies follow (India, Indonesia, Brazil, 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 for new generations to understand how emerging economies have simultaneously become rising competitors and partners in technology, trade and finance vis-a-vis both developed and developing countries.</p> <p>Objectives</p> <p>The key objective of the elective is to equip students with the practical tools and strategies necessary for navigating these complex environments. Through hands-on activities, case studies, and project-based learning, students will gain real-world skills in market analysis, risk management, and understanding the impact of cultural and social factors on business practices.</p>
<p>10. Contents <i>(General themes and descriptions, the accurate content may change)</i></p>	<p>The course covers key topics such as economic indicators, political and regulatory frameworks, supply chain dynamics, innovation, consumer behavior, and corporate social responsibility. The course is designed to prepare students for the challenges and opportunities of working in emerging markets, with a focus on practical application and critical thinking.</p> <p>Part 1: Foundations of Emerging Markets</p> <ul style="list-style-type: none"> • Defining Emerging Markets: Key characteristics and classifications. • Major Emerging Market Regions: Asia, Africa, Latin America, and the Middle East. • Economic Indicators & Analysis: GDP, inflation, investment flows, and economic resilience. • Global Value Chains & Market Access: B2B and B2C participation in global trade. • Activity: Interactive map exercise to identify and compare emerging markets. <hr/> <p>Part 2: Growth, Innovation, and Business Strategies</p> <ul style="list-style-type: none"> • The Role of Emerging Markets in the Global Economy: Asia as a driver, contributions from Latin America, and Africa's potential. • Entrepreneurship & Industrialization: Leapfrogging with technology, private vs. state-driven innovation. • Regulatory & Political Frameworks: Stability, trade policies, and business risk. • Infrastructure & Supply Chain Challenges: Logistics, digital transformation, and sustainability in emerging markets. • Case Study: The Role of the State (Singapore, Dubai, PPP in Chile) – <i>Comparing different state-driven economic models and their impact on growth.</i> • Activity: Comparative analysis of economic strategies across emerging markets. <hr/> <p>Part 3: Consumer Behavior, Markets, and Investment</p> <ul style="list-style-type: none"> • Cultural & Social Dynamics in Business: Understanding local consumer

	<p>behavior and adapting strategies.</p> <ul style="list-style-type: none"> • Market Segmentation & Competitive Strategies: How firms target consumers in diverse economic environments. • Financial Systems & Access to Capital: Investment opportunities and challenges in emerging markets. • Impact Investment & Sustainable Finance: How investors drive social and environmental change while seeking returns. • Corporate Social Responsibility & Ethical Business Practices: Balancing profit and social impact. • Case Study: Starbucks Fair Trade in Central America – <i>The role of fair trade in ethical sourcing and emerging markets.</i> • Case Study: Child Labor in Pakistan – <i>Ethical dilemmas and corporate responsibilities in global supply chains.</i> • Activity: Group project on market analysis, consumer adaptation strategies, and impact investment opportunities. <hr/> <p>Part 4: Future Trends and Global Challenges</p> <ul style="list-style-type: none"> • Geopolitics & Trade Wars: The future of global economic power dynamics. • Digitalization & Technological Leapfrogging: AI, fintech, and platform economies in emerging markets. • Risk & Crisis Management: Navigating political, economic, and environmental uncertainties. • Sustainable Development Goals & Inclusive Growth: Reconciling economic growth with social and environmental needs. • Case Study: Failed Privatization in Argentina – <i>Examining privatization risks and governance failures in emerging economies.</i> <p>A selection of various focused themes will be decided depending on research interests and semester group research reports in preparation among participating students.</p> <p>Short intros, country/sector case studies, videos/text books/medias, group discussions will be used.</p>
<p>11. Evaluation</p>	<p>Evaluation will be based on a combination of projects, presentations, workshops, and participation in hands-on activities. Students are expected to engage actively in discussions, case studies, and interactive exercises.</p> <ul style="list-style-type: none"> • Presence and Active Participation – Regular attendance and meaningful contributions to class discussions and activities will be considered in the final grade. • Projects & Presentations – Students will work individually and in groups to analyze real-world emerging market challenges and present their findings. • Workshops & Practical Exercises – Hands-on application of concepts, including market analysis, risk assessment, and strategy development. <p>Detailed evaluation criteria, including specific weightings for each component, will be communicated at the beginning of the semester.</p> <p>The use of artificial intelligence tools—such as ChatGPT—is allowed and encouraged for research and drafting. However, evaluation will focus on students' ability to</p>

	demonstrate critical thinking, apply course concepts effectively, and articulate their understanding during presentations and discussions. Proper attribution and thoughtful integration of AI-generated content are expected.
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 considered (maximum grade 4.0). A repeated module cannot benefit from a remedial exam.
13. Coordinator / main instructor	Nicolas Depetris Chauvin, Professor in collaboration with Benoît Kessler, Teaching Assistant
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