

## IBM MINOR: INTERNATIONAL ECONOMICS & EMERGING MARKETS

### DESCRIPTION OF EM ELECTIVE COURSE #2:

### International Trade & Emerging Markets: Exporting and Importing in Practice

<b>Haute école de gestion - Genève</b>	<b>Academic Year:</b> <b>2025-2026</b> <b>Fall Semester</b>
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FIRST PART: DESCRIPTION OF MODULE	
<b>1. Domain</b>	Business and Services
<b>2. Department</b>	International Business Management
<b>3. Course name</b>	<b>International Trade &amp; Emerging Markets: Exporting and Importing in Practice</b>
<b>4. Code</b>	31022
<b>5. Type of education</b>	<input checked="" type="checkbox"/> Bachelor <input type="checkbox"/> Master <input type="checkbox"/> MAS
<b>6. Number of ECTS Credits</b>	<b>5</b>
<b>7. Prerequisites</b>	<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
<b>8. Teaching language</b>	<input checked="" type="checkbox"/> English
<b>9. Objectives</b>	<p><b>Context</b> Considering the rapid growth and inclusion of emerging economies in 21<sup>st</sup> century globalization and international value chains, large firms and especially SMEs face new export opportunities yet challenges to access attractive but distant and risky 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 entrepreneurship, innovation, 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</p>

	<p>contribute increasingly to international trade, including Africa perceived as the last global market frontier.</p> <p>Facing slow growth, stagnation or recession in aging industrialized countries, internationalizing firms and SMEs need to explore emerging markets to diversify and expand exports. It includes a necessary diversification of import sources to be able to supply more performing exports. As accessing emerging economies differ from traditional 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><b>Objectives</b> This course aims:</p> <ul style="list-style-type: none"> <li>• To expose students to emerging markets in Asia, Africa, Middle East, and the Americas</li> <li>• To 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</li> <li>• To equip students with generic international trade knowledge, but also and mainly specific to emerging markets (export survey modes, intercultural negotiations, formal/informal contracting modes, trading intermediation, export-import finance, legal aspects)</li> <li>• To equip students with professional skills (preparations and conduct of an intra-firm export diagnostic, use of international trade agreements and trading data, identification and use of export development supportive services domestically and in markets of destination)</li> <li>• To master Swiss-European / emerging markets' trading opportunities and risks for commodities, manufactures, services, science and technologies.</li> </ul>
<p><b>10. Contents</b> (General themes and descriptions, the accurate content may change)</p>	<p><b>Course Focus:</b> This course takes a highly practical approach to international trade, equipping students with the tools and frameworks needed to engage in exporting to and importing from emerging markets. Students will gain hands-on experience in market research, export/import planning, and trade execution. The course complements <i>Internationalization Strategy in Emerging Markets</i> by focusing on operational and trade-oriented aspects rather than strategic expansion.</p> <p><b>Part 1: Emerging Markets in Global Trade – Trends, Data &amp; Opportunities</b></p> <ul style="list-style-type: none"> <li>• <b>Recent Trends in Global Trade &amp; Emerging Markets:</b> Key takeaways from recent World Trade Reports.</li> <li>• <b>Impact of Global Shocks (COVID-19, Supply Chain Disruptions, Geopolitical Shifts)</b> on trade resilience in emerging markets.</li> <li>• <b>Market Research &amp; Trade Analytics:</b> Using ITC-Geneva and trade databases for data-driven decision-making.</li> <li>• <b>Opportunities &amp; Risks in Emerging Markets:</b> Assessing access, competition, and regulatory risks.</li> <li>• <b>Case Study:</b> <i>Exporting to Africa's Fastest-Growing Markets – What Works and What Fails?</i></li> <li>• <b>Practical Activity:</b> Hands-on session analyzing trade flows and market potential using real-world data sources.</li> </ul> <hr/> <p><b>Part 2: Export Readiness &amp; Market Entry Planning</b></p> <ul style="list-style-type: none"> <li>• <b>Assessing Firm Readiness for Emerging Market Entry:</b> Intra-firm</li> </ul>

	<p>diagnosis and export feasibility.</p> <ul style="list-style-type: none"> <li>• <b>Understanding Market Distance:</b> Geographic, economic, cultural, and institutional differences.</li> <li>• <b>Public-Private Support Services:</b> Leveraging trade promotion organizations, government incentives, and chambers of commerce.</li> <li>• <b>Digital Tools for Export Planning:</b> AI-driven market research, trade portals, and fintech solutions.</li> <li>• <b>Case Study:</b> <i>The Role of the State in Trade – Singapore, Dubai, and PPPs in Chile.</i></li> <li>• <b>Practical Activity:</b> Develop an export entry plan for a Swiss SME targeting an emerging market.</li> </ul>
	<p><b>Part 3: Execution of Trade Transactions &amp; Negotiations</b></p> <ul style="list-style-type: none"> <li>• <b>Cross-Cultural Contracting &amp; Negotiation Strategies</b> – Managing business relationships across cultures.</li> <li>• <b>Trade Finance &amp; Risk Mitigation:</b> Exim credit, guarantees, insurance, and letters of credit.</li> <li>• <b>Logistics &amp; Supply Chain Strategies for Emerging Markets:</b> Overcoming infrastructure challenges.</li> <li>• <b>E-Commerce &amp; Digital Trade:</b> Navigating digital payments, cross-border e-commerce, and blockchain applications.</li> <li>• <b>Legal Considerations &amp; Trade Compliance:</b> Certification, customs procedures, and informal trade networks.</li> <li>• <b>Case Study:</b> <i>Starbucks Fair Trade in Central America – Managing Supply Chains &amp; Ethical Sourcing.</i></li> <li>• <b>Simulation:</b> <i>Intercultural Trade Negotiation between an Emerging Market Buyer and a Swiss Supplier.</i></li> </ul>
	<p><b>Part 4: Post-Sale Success &amp; Long-Term Trade Relationships</b></p> <ul style="list-style-type: none"> <li>• <b>Trade Execution &amp; Customer Outreach:</b> Choosing the right delivery models for emerging markets.</li> <li>• <b>After-Sales Service &amp; Maintenance:</b> Local partnerships, service centers, and dispute resolution.</li> <li>• <b>Crisis Management &amp; Trade Disruptions:</b> Handling supply chain breakdowns and regulatory shifts.</li> <li>• <b>Building Sustainable Trade Relationships:</b> Trust-building and long-term success in new markets.</li> <li>• <b>Case Study:</b> <i>Failed Privatization in Argentina – A Cautionary Tale for Foreign Investors.</i></li> <li>• <b>Capstone Project:</b> <i>Students will develop a full export plan for a Swiss company targeting an emerging market, including market research, risk assessment, trade finance solutions, and execution strategies.</i></li> </ul>
	<p><b>Upgraded Learning Methods &amp; Practical Approach</b></p> <ul style="list-style-type: none"> <li>• <b>Data-Driven Decision Making:</b> Hands-on training in ITC-Geneva tools, trade maps, and global trade flow analysis.</li> <li>• <b>Experiential Learning:</b> Simulations, negotiations, and real-world case studies.</li> <li>• <b>Guest Lectures &amp; Industry Insights:</b> Swiss trade professionals, import/export managers, and policy experts.</li> <li>• <b>Digital Tools &amp; AI Integration:</b> Practical applications of AI, digital finance, and blockchain in trade.</li> </ul>

<p><b>11. Evaluation</b></p>	<p>This course follows a <b>hands-on, project-based learning</b> approach. Students will take on the role of <b>junior Emerging Market (EM) trade advisors</b>, assisting Swiss and non-Swiss enterprises in exploring export opportunities. Evaluation is structured to develop practical trade skills and critical thinking through <b>real-world application</b>.</p> <p><b>Key Evaluation Components:</b></p> <ul style="list-style-type: none"> <li>• <b>Group Project:</b> Students will work in teams (3–4 members) throughout the semester to develop a <b>comprehensive export or import plan</b> for a real product or service. This will involve market research, risk assessment, financial planning, and trade execution strategies.</li> <li>• <b>Data-Driven Decision Making:</b> Teams will analyze <b>real-world trade data</b>, using ITC-Geneva and digital export tools to inform their strategies.</li> <li>• <b>Primary Research &amp; Industry Engagement:</b> Students will integrate <b>primary research methods</b> (e.g., interviews with industry professionals, field research, company visits) into their projects, particularly in the import module.</li> <li>• <b>Continuous Assessment:</b> <ul style="list-style-type: none"> <li>○ Graded assignments incorporating digital export tools will be assigned as <b>homework</b> and <b>in-class exercises</b> (group and individual).</li> <li>○ <b>Milestone submissions</b> will ensure continuous progress, with feedback sessions throughout the semester.</li> </ul> </li> <li>• <b>Final Presentation &amp; Defense:</b> Each team will <b>pitch their trade plan</b> to a panel of faculty and industry experts, demonstrating their ability to apply trade strategies in a professional setting.</li> </ul> <p><b>Use of AI Tools:</b> The use of artificial intelligence tools, such as <b>ChatGPT</b>, in research and assignments is <b>encouraged</b>. However, students will be evaluated based on their <b>critical thinking, analytical rigor, and depth of understanding</b> in applying trade concepts, rather than AI-generated content alone.</p>
<p><b>12. Remediation/repetition</b></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><b>13. Coordinator / main instructor</b></p>	<p>Miguel Camacho, Lecturer in collaboration with Benoît Kessler, Teaching Assistant</p>

## SECOND PART: LOCATION OF THE MODULE IN THE STUDY PLAN

<b>14. Level</b>	<input type="checkbox"/> Basic module <input type="checkbox"/> Advanced module <input checked="" type="checkbox"/> Specialized module
<b>15. Characteristics</b>	<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 »)
<b>16. Type</b>	<input checked="" type="checkbox"/> Main module
<b>17. Time organization</b>	<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