

IBM MINOR: INTERNATIONAL ECONOMICS & EMERGING MARKETS

DESCRIPTION OF EM ELECTIVE COURSE #3: International Finance & Investments in Emerging Markets

Name of the school: Haute école de gestion de Genève	Academic Year: 2025-2026 Spring Semester
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FIRST PART: DESCRIPTION OF ELECTIVE	
1. Domain	Business and Services
2. Department	International Business Management
3. Course name	International Finance & Investments in Emerging Markets
4. Code	31023
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 electives in semesters 1 and 2 <input checked="" type="checkbox"/> Attendance of the electives 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>Course Context</p> <p>Since the early 21st century, emerging economies have experienced rapid growth, creating new global finance inflows and outflows, particularly in relation to OECD economies and developing countries. Leading economies like China, India, and other Asian nations have spearheaded this growth, but the trend is also observable across the Americas, the Middle East, and even in Africa, which is increasingly seen as the last major investment frontier.</p> <p>Foreign direct investment (FDI) has been a key driver of industrialization in many emerging economies, with China serving as a prime example. Initially focused on lower-cost production, FDI in emerging markets has shifted toward more advanced</p>

manufacturing and high-tech services in recent years. In turn, leading emerging economies have become active investors themselves, expanding internationally through significant mergers and acquisitions, such as Syngenta's acquisition by China National Chemical Corporation.

Simultaneously, global equity and portfolio finance has experienced significant growth, with emerging markets becoming increasingly integrated into global financial markets. The combined stock markets of Hong Kong, Shanghai, and Shenzhen are poised to surpass Tokyo, making Asia Pacific's market dynamics more important than ever. However, paradoxically, despite the growing opportunities, emerging market startups and companies still face challenges accessing medium- and long-term financing, while developed economies' investment funds are sitting on substantial capital but struggling to find opportunities in the slow-growth, aging OECD markets.

Emerging markets are also at the forefront of financial innovation, particularly in the realms of fintech, e-payments, and cryptocurrencies. These innovations often emerge in more disruptive ways than in developed markets and, in conjunction with traditional local and global financial systems, contribute to addressing the massive challenge of sustainable development. Together, these developments offer exciting opportunities for investment in emerging economies, where they can play a crucial role in meeting the Sustainable Development Goals (SDGs).

Course Objectives

By the end of the course, students will be able to:

1. Understand the Global Financial System

- Grasp the roles of central banks, regulators, and financial institutions in shaping global market dynamics.
- Analyze the functioning of different market structures (organized exchanges vs. over-the-counter markets) in both developed and emerging economies.

2. Evaluate Investment Opportunities in Emerging Markets

- Assess the macroeconomic factors influencing emerging market economies, such as interest rates, inflation, and exchange rates.
- Use tools for portfolio management, risk diversification, and asset allocation to identify investment opportunities in emerging markets.

3. Apply Financial Analysis Tools

- Perform fundamental and technical analysis to evaluate asset classes, including equities, fixed income, and alternative assets in emerging markets.

	<ul style="list-style-type: none"> ○ Utilize financial databases and software tools to analyze market performance and identify trends in emerging economies. <p>4. Analyze External Factors Affecting Investment</p> <ul style="list-style-type: none"> ○ Evaluate legal, political, and social factors that influence investment decisions in emerging markets. ○ Assess the risk and return of investments in emerging markets using both qualitative and quantitative analysis. <p>5. Explore Impact Investment and Financial Inclusion</p> <ul style="list-style-type: none"> ○ Understand the role of fintech, digital finance, and alternative finance in fostering financial inclusion and addressing sustainable development goals in emerging economies. ○ Evaluate opportunities for impact investing in sectors such as renewable energy, smart cities, and social enterprises. <p>6. Develop Investment Strategies for Emerging Markets</p> <ul style="list-style-type: none"> ○ Formulate recommendations for investments based on comprehensive analysis of economic, market, and external factors. ○ Justify investment decisions through the selection of appropriate investment vehicles, asset classes, and strategies tailored to the emerging market context. <p>These objectives aim to equip students with the practical knowledge and analytical tools needed to navigate international finance and investment in the dynamic and rapidly evolving landscape of emerging markets.</p>
<p>10. Contents <i>(General themes and descriptions, the accurate content may change)</i></p>	<p>This course provides a comprehensive understanding of the global financial ecosystem, and insights into the functioning of financial markets across developed, emerging, and frontier economies, through different themes:</p> <p>Part 1: Foundations of Global Finance and Emerging Markets</p> <ul style="list-style-type: none"> • Understanding financial systems and market structures in developed, emerging, and frontier economies. • Role of central banks, banks, and regulators in financial stability and capital flows. • Market structures: organized exchanges vs. over-the-counter (OTC) markets and their relevance to emerging economies. • Macroeconomic linkages: How interest rates, inflation, and exchange rates influence financial markets. <p>Part 2: Investment Strategies and Portfolio Management</p> <ul style="list-style-type: none"> • Asset classes and risk-return trade-offs in emerging markets. • Portfolio management tools: risk diversification, asset allocation, active vs. passive strategies.

	<ul style="list-style-type: none"> • Fundamental vs. technical analysis: Understanding valuation techniques and behavioral finance insights. • Case study: How sovereign wealth funds, hedge funds, and institutional investors approach emerging markets. <p>Part 3: Financial Flows and Direct Investment in Emerging Markets</p> <ul style="list-style-type: none"> • Foreign direct investment (FDI) trends and challenges in key sectors (technology, commodities, manufacturing, services). • The rise of emerging market investors abroad: Mergers & acquisitions, sovereign wealth funds, and corporate expansion. • Tools for analyzing country risk and political economy factors affecting investment. • Practical application: Using financial databases to assess FDI attractiveness in emerging markets. <p>Part 4: Fintech, Digital Finance, and Impact Investing</p> <ul style="list-style-type: none"> • Financial inclusion: How fintech and digital payment systems are transforming emerging markets. • Alternative finance: Private debt, hedge funds, and tangible assets as financing tools in emerging economies. • Impact investment: Financing sustainability, renewable energy, and social enterprises in emerging markets. • Hands-on workshop: Using fintech and investment tools to evaluate financial inclusion projects.
<p>11. Evaluation</p>	<p>The course evaluation consists of a group research project that includes both a written investment report and an in-class presentation during the final week.</p> <p>Final Research Assignment: Investment Report on an Emerging Market</p> <p>Each group will analyze a selected emerging economy and prepare an investment report covering the following elements:</p> <ul style="list-style-type: none"> • Macroeconomic Analysis: Key economic indicators and trends. • External Factors: Legal, political, and social aspects relevant to investment. • Local Financial Markets: Market depth, breadth, regulatory environment, and available investment opportunities (equities, fixed income, private markets, etc.). • Market Evolution: Assessment of financial market trends over the past three years. • Investment Recommendations: Identification of opportunities and risks, including preferred investment choices. • Investment Strategy: Justification of the optimal investment approach (choice of asset class, investment vehicle, and strategy). <p>Each group will present their findings in a comprehensive in-class presentation, demonstrating their understanding of the market and investment strategy. Clarity, depth of analysis, and the ability to justify investment</p>

	decisions will be key evaluation criteria.
12. Remediation/repetition	<input checked="" type="checkbox"/> Compulsory remediation if the elective 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 elective cannot benefit from a remedial exam. <input type="checkbox"/> No remediation
13. Coordinator / main instructor	Frédéric Ruiz, Associate Professor and Cécilia Jacquérior, Lecturer in collaboration with Benoît Kessler, Teaching Assistant
SECOND PART: LOCATION OF THE ELECTIVE IN THE STUDY PLAN	
14. Level	<input checked="" type="checkbox"/> Specialized elective
15. Characteristics	<input checked="" type="checkbox"/> Elective is mandatory for minor students (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 elective
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