

Module description

Field of study HES-SO Business, Management and Services
Degree course Master of Science in Business Administration

1 Title of module **Geopolitics, Macroeconomics & Internationalization** **2022-2023**

Code E.MScBA.390.OB11.E.22	Type of course * <input type="checkbox"/> Bachelor's <input checked="" type="checkbox"/> Master's <input type="checkbox"/> MAS <input type="checkbox"/> EMBA <input type="checkbox"/> DAS <input type="checkbox"/> CAS <input type="checkbox"/> other		
Level <input type="checkbox"/> Basic module <input type="checkbox"/> Further studies module <input checked="" type="checkbox"/> Advanced module <input type="checkbox"/> Specialised module	Description <input checked="" type="checkbox"/> In the case of definitive failure in a module defined as compulsory for successfully completing the course profile in question, the student shall be excluded from the degree programme, or from the faculty, if this is provided by the course regulations in accordance with Article 32 of the Regulations relating to first-cycle and second-cycle degrees (Bachelor's and Master's) at the HES-SO	Type of module <input checked="" type="checkbox"/> Main module <input type="checkbox"/> Module linked to main module <input type="checkbox"/> Optional or subsidiary module	Time schedule <input type="checkbox"/> Module over 1 semester <input type="checkbox"/> Module over 2 semesters <input type="checkbox"/> Spring semester <input checked="" type="checkbox"/> Autumn semester <input type="checkbox"/> Autres

2 Organisation

ECTS Value 6	Language <input checked="" type="checkbox"/> English <input type="checkbox"/> English - Chinese <input type="checkbox"/> English - Russian <input type="checkbox"/> French <input type="checkbox"/> French - English <input type="checkbox"/> French - German <input type="checkbox"/> French - German - English <input type="checkbox"/> German <input type="checkbox"/> German - English	
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3 Prerequisites

The following module(s) must have been validated
 The following module(s) must have been attended
 none
 other

Other prerequisites

4 Skills to be gained / general learning objectives

Eurasian Geopolitics and Macroeconomics
This course specifically provides students with detailed insights about the various policies and issues related to contemporary China's and Russia's economic development and internationalization. It furthermore enables students to address economic changes in relation to societal changes as well as the key role played by the State in both countries as well as in the larger region. Finally, it gives a broader understanding of the Eurasian space in relation to the increasing economic and political role of China.

Business Internationalization
This introductory course provides knowledge of business entry strategies and supporting services to reach distant emerging markets, especially in the Asian region. With such knowledge, students can use appropriate tools to approach and analyze Eurasian economies and rising markets more specifically. Students learn what drives companies to internationalize, what obstacles they face in doing so and what strategies and resources help them overcome these.

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5 Teaching and content

Eurasian Geopolitics and Macroeconomics

The overarching aim of this course is to give an economic and geopolitical perspective of contemporary Eurasian countries. This implies to address economic development and growth issues in relation to the degree of openness to international business and investments within the institutional and social systems of countries since the beginning of the 1980-1990s. Consequently, this course develops a socio-institutional approach of the economy of the Eurasian space with a specific focus on China and Russia.

To start with, China and Russia are the two main drivers of development, integration, and transformation in the Eurasian space. Both states that have opened their economy and integrated a globalizing world from the late 1980s until now. They are ideal-type illustrations of two different models of capitalism.

Second, while central Asia has historically been under the political and economic influence of Russia, China's influence, thanks to its Belt and Road Initiative (BRI), has been on the rise. This implies that 'Central Asia and other Asian countries' have opened their economy (in some extent) to foreign and more specifically to Chinese investments and that they have to balance their policies between their two powerful neighbors.

Business Internationalization

This introductory course delivers insights into both business challenges and opportunities facing European/Swiss large and small firms when exploring and accessing distant emerging markets, including remote economies such as in the Eurasian region.

The financial, technical and trading conditions of business internationalization prevailing in the OECD countries such as Switzerland need to be adapted to distant markets localized in China, Central/South Asia, and Russia. It implies understanding and possible control of various market entry barriers and risks, including in terms of geographic, language, cultural and even psychological distance management. It mobilizes internal firm resources, which are not unlimited, or even scarce especially within SMEs. More than once, it requires the support from external and specialized advanced product services/business development services from the early stage of foreign market knowledge identification up to the delivery and logistics of trading or investment transactions locally.

Market access identification and transaction modalities differ enormously depending on the final business destination within a huge and highly diversified Asian continent north, east, and south from the Himalayas.

New forms of business partnerships should also be considered due to the rapid rise and global moves of Asian emerging economies and their newly born global firms venturing into Switzerland and Europe at large.

6 Assessment and validation methods

Eurasian Geopolitics and Macroeconomics

50% of final grade:
Written examination of 60 minutes.

In case of remediation: oral examination of 15 minutes

Business Internationalization

50% of final grade:
- Students will be organized in research groups of 2 students, and evaluated by submitting an initial research template during the module (contributing to 30% of their mark for this course). A template model will be distributed by the instructors.
- Student groups will submit a 10 page research paper at the end of the module (contributing to 70% of their mark for this course).

In case of remédiation, the professors in charge of the course communicate the elements which have to be improved and the related deadline.

In case of remédiation, only the failed part (Eurasian Geopolitics and Macroeconomics or Business Internationalization) will be evaluated and the other grade is kept

7 Reassessment requirements *

- reassessment possible
- no reassessment
- other (please specify below)

other reassessment modalities

7a Reassessment requirements (if module is repeated) *

- reassessment possible
- no reassessment
- other (please specify below)

8 Remarks

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9 **Bibliography**

Eurasian Geopolitics and Macroeconomics

For China

a) Basic books :

Kroeber, Arthur R. 2016. China's Economy: What Everyone Needs to Know. New York, NY: Oxford University Press.
Naughton, Barry J. 2018. The Chinese Economy: Adaptation and Growth. Cambridge, MA: MIT Press.

b) For further specific reading :

To be completed

For Russia

a) Basic readings :

Colton, Timothy J. (2016): Russia. What Everyone Needs to Know; New York, Oxford University Press.
Becker, Torbjörn and Oxenstierna, Susanne ed. (2019): The Russian Economy under Putin; New York, Routledge.
Lane, David ed. (2018): The Eurasian Project in Global Perspective. New York, Routledge.

b) Additional readings:

Aslund, Anders (2013): How Capitalism Was Built. The Transformation of Central and Eastern Europe, Russia, the Caucasus, and Central Asia; Cambridge, Cambridge University Press.

Frye, Timothy (2021): Weak Strongman. The Limits of Power in Putin's Russia; Princeton, Princeton University Press.

Galeotti, Mark (2019): We Need to Talk About Putin. How the West Gets Him Wrong; London, Penguin.

Ledeneva, Alena V. (2013): Can Russia Modernize? Sistema, Power Networks, and Governance; Cambridge, Cambridge University Press.

Business Internationalization

a) Basic book:

Collinson, S., Narula, R., Qamar, A., & Rugman, A. M. (2020). International business. Pearson UK.

b) Additional readings:

Dunning, J. H. (1993). Multinational enterprises and the growth of services: Some conceptual and theoretical issues. Transnational Corporations in Service. New York: Routledge, 33-74.

Dunning, J. H. (2001). The eclectic (OLI) paradigm of international production: past, present and future. International journal of the economics of business, 8(2), 173-190.

Ghemawat, P. (2001). Distance still matters. Harvard business review, 79(8), 137-147.

Johanson, J., & Vahlne, J. E. (2009). The Uppsala internationalization process model revisited: From liability of foreignness to liability of outsidership. Journal of international business studies, 40(9), 1411-1431.

10 **Teaching staff**

Name of head of module *

Thierry Theurillat

Description validated on *

29.08.2022

Description validated by *

Lukas Baschung