

Full Course Title: HSBC Global Asset Management: The Evolving Creative Class in Emerging Markets

Course Title for Registration System: HSBC Global Asset Management: The Evolving Creative Class in Emerging Markets

Course Number: SIPAU9000.044

Faculty Advisor: Paola Valenti

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Meeting Date/Times: Thursdays 9:00A – 10:50A

Location: IAB 501

Office Hours: By appointment

Credits: 3

Course Overview:

Brief description of client:

HSBC is a leading financial institution with strategic interests in the emerging markets. As such, we are interested in the socio-economic trajectories of these developing countries, particularly the growing middle class.

Summary of project:

We would like a capstone team to analyze selected emerging economies to see how they are progressing with regard to (1) their college educated workforces, and (2) their increasing competitiveness in the higher value-added sectors such as technology and/or the "creative economy." Looking at specific emerging market, are gains being made in higher education? How many students are graduating from universities? How many are getting masters and PhDs? How many patents are these countries creating? Journal articles? What is the changing dynamic for the labor force? Is a new stratum of middle class developing in select countries? Which industries may migrate to which countries because of these new workforces and increased productivity? In short, are these countries developing competitive workforces beyond basic manufacturing?

Deliverables to client:

- Working outline of the countries covered, metrics that will be analyzed
- Monthly progress reports
- "White Paper" on the analysis and findings
- Flipbook and in-person presentation at HSBC

Special skills/knowledge needed by team members:

- Basic statistical background
- Good writing skills

Initial meeting(s) with your student team in late November or early December, if applicable:

Dates for meetings with client, if already scheduled:

- No travel outside city required
- Periodic meetings at SIPA
- Communiques via email and conference call

Field component: No travel outside of New York will be required

Student selection: [All eligible students may apply for up to five workshops through a special online application process from October 15th until October 31st. Assignment of students will be coordinated by the Office of Academic Affairs, and relevant faculty will be consulted about team membership for their workshop(s).]

Grading (students receive an individual grade):

Grades for the workshop will be based on the following criteria:

- Quality of individual written work (10%)
- Quality of participation in class, Peer review (20%)
- Feedback from the client (20%)
- Overall professionalism, including timeliness, ability to work with team, etc. (20%)
- Quality of team's final report and briefing (30%)

Readings: Will be determined.

***Academic Integrity Statement*:**

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http://sipa.columbia.edu/resources_services/student_affairs/academic_policies/code_of_conduct.html

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