



SPAIN

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Country Analysis - SPAIN
Intro to Int. Business
Fall 2014**

I. INTRODUCTION

Remember this is just a little guidance of what I am expecting from your final country analysis, due November, 22nd 2014. Please, do not expect me to give you a real sample just because I would be doing your job, and you would be copying... I really want to see your input.

You will also find, again, the grading criteria that I will be using to grade your country analysis. Make sure you cover each of the topics that have been highlighted so far in your syllabus, which are also mentioned in this word document. I am expecting a well divided into sections (as you can see) assignment, so please, avoid submitting a pure essay assignment. I am including the sections along with this document as well, so you know what I am expecting in terms of formatting.

I am asking you for a single space assignment, with a minimum of 4 pages, and maximum of 12, which should be enough to include as much needed information as possible about the country you have selected.

A good introduction section about your country is always important just because you are placing your country in a geographic area. Make sure you include important information about your country in the introduction section which will give me an idea, not only where it is located, but also the demographics, etc, etc, etc, very generic information, but important at the same time to mention in the introduction section.

I am expecting to read a clear assignment, where sections are easy to find and recognize as I am reading the information about your country.

II. POLITICAL – LEGAL – ECONOMICAL – ETHICAL ENVIRONMENTS

Use your text book in order to organize your ideas as well as to have a good lead on what information it is relevant for each of those subunits and include the possible risks associated with each of the systems. Important if the country belongs to any particular economic integration (Ex. EU member?, and what does it implies to be in the EU)

a. POLITICAL SYSTEM

You must identify which political system, level of democracy or totalitarian regime if exist, primary political parties, and democratic elections, who is the current president, etc, etc. (you may guide your research following material covered in chapter 2). How risky politically is the system which makes it possible or impossible doing business in your country?

b. ECONOMIC SYSTEM

Identify which kind of economic system, Command, Market, or Mixed Economies and make sure you give a good reasoning.

Identify which GDP and compare it with the PPP. Using charts and graphs for this section is also important, as it shows a graphic picture of how the economy is. I would recommend you to compare the economic system found in your country to a major economy, as well as any important neighbor country which may compete against. If you include charts and

graphs, make sure you also justify them by explaining what their data means. How this economic system may affect in a positive or negative way possible prospects and companies.

Important to identify major industries, major exports and imports partners,

Currency and exchange rates compare to the US Dollar. What does such exchange rate mean for exports and imports in the country?

Absolute and Comparative Advantages?

c. LEGAL SYSTEM

Identify which kind legal systems: Command, Theoretical, Civil law systems and develop your research. There is so much information about the legal systems and how they affect international business.

d. ETHICAL SYSTEM

Level of Ethical Integration in the global market.

- i. Corruption
- ii. Employment Practices
- iii. Environmental Regulations
- iv. Human Rights?
- v. Bribery Levels

Include relevant information to property rights, intellectual property, how the country approaches legally possible ways to protect companies.

III. SOCIAL AND CULTURAL ASPECTS

- a. Religion
- b. Culture
- c. Language
- d. Social Structure
- e. Education
- f. Formal and Informal meetings

IV. ECONOMIC GROWTH AND TENDENCIES (LAST 10 YEARS)

Use the figures related to GNI – PPP, variables we have already seen throughout the semester. Compare it to major economies, again, charts and graphs very important. Include the economic tendency and economic changes during the last 10 years, and based on the research, what caused that tendency. Which industries or economic decisions have made the country's economic growth to behave such way.

V. SWOT ANALYSIS

- a. STRENGTHS
- b. WEAKNESSES
- c. OPPORTUNITIES
- d. THREATS

VI. MARKET OPPORTUNITIES

VII. RECOMMENDATIONS

*******NOTE*****

Remember how important is to include citations when you are using information from your sources to complete your sections throughout your analysis. **You need to cite your sources inside the body of the text and include a Reference section with the detail source. For example when you cite inside the body:**

“A virtual community is a group of people who interact online and share common interests (Williams and Cothrel, 2000). Further, Hagel (1999) suggests that these online discussions lead to a complex network of personal relationships. “

Make sure you use at least 4 sources, WIKIPEDIA is NOT allowed source!.

Then you need to include a work cited or reference page as reference section with these sources. These are just samples but make sure you follow those samples!..:

Work Cited

Hagel, John, “Net Gain: Expanding Markets Through Virtual Communities,” *Journal of Interactive Marketing*, (11,2,1999).Retreived 11-6-2014
http://www.google.es/url?sa=t&rct=j&q=&esrc=s&source=web&cd=1&ved=0CCwQFjAA&url=http%3A%2F%2Ftopics.nytimes.com%2Ftop%2Fnews%2Finternational%2Fcountriesandterritories%2Fspain%2F&ei=0vhbVI_uDNavaeODgqgH&usg=AFQjCNF4ticYj6jAUzKDeSM_J-HBZ4YDg&sig2=2JsW98cGPjbFOH-rWd60fA&bvm=bv.78677474,d.d2s

Williams, Ruth L. and Joseph Cothrel, “Four Smart Ways to Run Online Communities,” *Sloan Management Review*, (08-20-2000).Retreived 11-6-2014
<http://www.nytimes.com/travel/guides/europe/spain/overview.html>

Grading Criteria for Cases and Country Analysis Project

- Relevant, useful, accurate, and up-to-date information
- Good logic, reasoning, justification, and recommendations
- Professional organization, writing and referencing
- Interest and creativity
- Well-chosen and reliable sources
- Appearance