



SCHEMA PER LA COMPILAZIONE DEI PROGRAMMI DI INSEGNAMENTO IN LINGUA ITALIANA E IN LINGUA INGLESE

A.A. 2012/2013

Sede: Ancona

INSEGNAMENTO: Country Analysis

CFU 6 (Ore di lezione 44)

Docente: JOHN MICHAEL GERINGER, PH.D.

OBIETTIVI (OBJECTIVES)

This course examines what country analysis is and how effective country analysis can enhance organizational success; how to conduct analysis of key variables as part of a systematic country assessment; and identifying and managing challenges in generating and evaluating data for country analysis.

EVENTUALI PREREQUISITI (PREREQUISITES)

Prior training in introductory macroeconomics is encouraged.

PROGRAMMA (PROGRAM)

What is country analysis
Identifying and refining goals of country analysis
Macroeconomic variables
Political, cultural and socioeconomic variables
Fiscal, trade, and budgetary variables
Environmental and natural resource variables
Sources of data
Data analysis and interpretation
Anticipating and addressing challenges in country analysis

MODALITÀ DI SVOLGIMENTO DEL CORSO E DELL'ESAME (COURSE METHODOLOGY AND EXAM FORMAT)

This course combines lecture, discussion, and a number of application-based activities to introduce theoretical concepts and tools associated with country analysis and to then provide extensive individual and team-based application of these concepts and tools to actual analysis of various countries. Performance will be assessed through: (1) two written in-class examinations (30% of course grade), (2) three team-based written reports and accompanying oral presentations (45% of course grade), and (3) a final written project report (25% of course grade).

TESTI DI RIFERIMENTO (Texts)

There will not be a required textbook for this course. Instead, the course will use a set of articles and other supporting materials, and variety of on-line and published data sources. Participants are encouraged to use supporting material such as:

David M. Curi "Country Analysis", Gower Publishers, 2011;

Bouchet, Clarke & Gros Lambert, "Country Risk Assessment", Wiley, 2003;

Or Kosmidou, Doumpos and Zopounidis, "Country Risk Evolution", Springer, 2008