

TASK 2: RESEARCH ON THE ECONOMIC CONDITIONS

Objectives

Student will be able to:

- Understand and comprehend the economic indicators
- Relate the economic indicators with the Company

Introduction

Economic condition of one area will affect the company’s growth, either directly or indirectly. There are some economic indicators having ability to reflect the economic condition of one area, including GDP, Inflation, and unemployment rate.

Preparation of Tools and Materials

- Laptop/ Computer for each department
- Internet Connection

Activities

No	Activities	Duration
1	<p>Facilitator explains some economic indicators and its correlation towards the economy in general and towards the company, such as: Gross Domestic Product, Inflation Rate, Unemployment Rate, Exchange Rate, and Interest Rate.</p> <ul style="list-style-type: none"> ▪ Gross Domestic Product: GDP is the total output produced in a country during a certain time period. Accordingly, any citizen working overseas, his/ her income will not be calculated in the GDP. ▪ Inflation: Inflation is simply defined as the general and continuous increase in goods/ services price. The increased price of one or two goods only cannot be categorized as the inflation, unless such increase also occurs to (or cause the increased price) the other goods. The opposite of inflation is called as deflation. ▪ Unemployment Rate: Unemployment Rate is a ratio between the numbers of productive people who don’t have a job compared to the number of work force. ▪ Exchange Rate: Exchange Rate is a price of one currency from one country measured by or reflected into the other currencies. Exchange Rate plays the important role in the spending decision. As the exchange rate allow us to reflect the prices of various countries into one same language/ currency. ▪ Interest Rate: Interest Rate is the percentage of the principal paid as the interest within a certain time period. 	30’
2	<p>Facilitator will direct each department to find the trend within the last 5 years towards 5 economic indicators in Indonesia, then, the impact of such trend will be discussed with the company. The economic indicators may be seen on the link tradingeconomics.com.</p>	30’
3	<p>Each department will make a brief presentation from the discussion result. Appoint 1 member from the marketing department to collect and take a note for the crucial point from the market research result and then, make conclusion from the research result of the economic condition against the company.</p>	30’

Output

- Research result of the economic condition against the company

Internet Activity

Reference source of the economic indicators (tradingeconomics.com)

References

Abel, Andrew B., Bernanke, Ben. 2008. Macroeconomic. Pearson

Samuelson, Paul A., Nordhaus, William D. 2005. Macroeconomics. McGraw-Hill Education.

<http://www.bi.go.id/id/moneter/inflasi/pengenalan/Contents/Default.aspx>. 17 Juli 2017