

**Business Conditions Analysis, E550**

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**SYLLABUS**  
**E550, Business Conditions Analysis**

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**Course Policies**

1. This course is an intersession course. It meets from 5:30 p.m. to 10:20 p.m. for ten straight week days beginning August 7, 2006.

2. Grades will be determined through take-home quizzes. A package of quizzes will be distributed to class, and you will be expected to turn one in at the beginning of class on August 8, August 10, August 14, August 16 August 17, and August 18, 2005. There are a total of six quizzes, each worth twenty points. The best five quizzes will be used to calculate your final grade. The grade scale is:

89-100	A
77-88	B
65-76	C
53-64	D
52 and below	F

3. Attendance will not be taken, however, it is strongly encouraged.

4. The quizzes may be turned-in early, but will not be accepted more than one class day late. Remember, as much as this is like taking a drink from a fire plug, it is worse for the instructor who has to grade the work you turn in, and you people outnumber me. I'm not trying to be officious, but I want to survive this too.

5. All other department, school, campus and university policies will be applicable to this course and strictly observe.

Course Objectives:

This course has several objectives which are very much intertwined. These objectives include:

**To solve problems innovatively, using the following tools, and concepts:**

1. A quick review of the essence of macroeconomics which is most important in understanding the environment of business both domestically and globally, including:

- A. National Income Accounts, Price Indices, and Employment Data
- B. Keynesian Model of Macroeconomic Activity
  - 1. Business Cycles
  - 2. Fiscal Policy
- C. Monetary Aggregates
  - 1. Monetary Policy
  - 2. Exchange rates
  - 3. Interest Rates

2. Economic data sources and their interrelations

- A. Economic Indicators
  - 1. Leading indicators
  - 2. Concurrent indicators
  - 3. Trailing indicators
- B. Understanding sector performance using economic aggregates

3. Forecasting models and their uses

- A. Simple internal models
- B. Correlative methods
- C. Limitations and value

4. Putting together the notion of business environment within a strategic view of a business enterprise

**With these issues mastered it is also the objective of this course to master these tools to be able to integrate and synthesize business conditions information and analysis for the purposes of planning and decision making.**

### Reading Assignments

Economics:

Monday, August 7, 2006

Dilts, Chapters 1-2

Tuesday, August 8, 2006

Dilts, Chapters 3

Wednesday, August 9, 2006

Dilts, Chapters 4-5

Thursday, August 10, 2006

Dilts, Chapters 6-7

Friday, August 12, 2006  
Dilts, Chapters 8-9

Monday, August 14 2006  
Dilts, Chapter 10-11

Tuesday, August 15, 2006  
Dilts, Chapter 12

Data:

Wednesday, August 16, 2006  
Dilts, Chapter 13-14

Thursday, August 17, 2006  
Dilts, Chapter 15

Friday, August 18, 2006  
Dilts, Chapter 16 -17 and Catch-up.