

# **Unit Specification**

Understanding the Business  
Environment

## **Unit Summary**

This subject analyzes the interconnections between the organization and its external business environment. Its goal is to give you an overview of the external variables that affect the business environment. It will help you in identifying the main characteristics of PESTLE and competitive factors that influence businesses. You'll also learn about a variety of corporations and organizations, as well as their interaction in different business fields.

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## **Learning Outcomes**

On completion of this module, students are expected to be able to:

**LO1.** Demonstrating the ability to understand and deal with local, international, and transnational business challenges.

**LO2.** Be able to understand the Business organisation's the external and internal environment

**LO3.** Developing knowledge of Current and prevalent organization problems, further expanding and/or combining established knowledge in to the understanding of the business environments

**LO 4:** Be able to understand the business environment at different scales such as the global, international, and national.

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## Introduction to business

### Unit Content

- Introduction to the business and different types of business; National, international and global
- Organizational structures, scope and functions
- Describe the fundamental characteristics of the organization's business environment
- Exploring the idea of how the corporate organization as a system interacts with its surroundings.
- Different sectors of business
- Stakeholders and their management
- Components of business environment

## The Business Environment

- The Economic Environment; the market structures, supply and demand
- The competitive Environment; SWOT Analysis, Five forces Analysis
- The legal environment; political, laws, policies
- Illustrate the scope and depth of external impacts on organizational activities.
- The interplay between a business's internal and external environment.
- Understanding of the Business Environment Analysis tools; PESTLE, SWOT, Porter's Diamond Model
- Acknowledge the gap between business environment; internationalization and globalization.

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### Teaching & Delivery

Tuition and guidance should feature flexible approaches to delivering the unit. Formal tuition sessions, whether face to face or online, will identify some of the required, theoretical subject matter. This will help students to work individually, or as part of a group, researching and gathering information about the subject. Personal and group research, case studies, simulations, exercises and discussion are typical and engaging ways of learning about the subject. Students will likely use tutor- and self-directed study and reflect on their experience and expertise. Up-to-date information and materials are available from many sources such as businesses, the World Wide Web, television and radio broadcasts, broadsheet newspapers and advisory services.

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### Assessment

The following assessment strategies may be adopted to achieve the learning outcomes.

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**Research  
Report**

**100%**

A research report developed over the Unit.

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**Learning  
Resources**

Learners should be made aware of these sources before delivery of this unit, and be fully conversant with these sources upon completion of this unit.

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- Cherunilam, F., 2021. *Business environment*. Himalaya Publishing House Pvt. Ltd.
  - Worthington, I. and Britton, C., 2009. *The Business Environment*. Pearson education.
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