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Business Environment-External
Factors • External Environment of
Business consists of institutions,
Organizations and forces operating
outside the company. • External
Environment of business may be
classified into : • A) Micro Environment
• B) Macro Environment • Micro
environment refers to such players
whose decisions and actions have a
direct bearing on the company.

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Business Environment-External Factors • External Environment of Business consists of institutions, Organizations and forces operating

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outside the company. • External Environment of business may be classified into : • A) Micro Environment • B) Macro Environment • Micro environment refers to such players whose decisions and actions have a direct bearing on the company.

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Business Environment consists of all the external and internal factors which have an impact on the functioning, performance and decision making of a business. Types of Business Environment /Factors affecting Business Environment – There are various sources operating in the business environment, those forces which are external to the business and beyond their control are known external factors which operate in the external environment of the business. Forces which are internal to a business ...

*Business Environment - Introduction -
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Business environment can be defined

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as “the forces, factors and institutions with which the businessman has to deal with to achieve its objectives”. In general words we can say business environment is the surroundings in which business exists. Image Curtsey: innovationforgrowth.co.uk/Blog/wp-content/uploads/2012/04/PESTEL1.png

Business Environment: Short Notes on Business Environment

Business leaders can control aspects of the internal environment that can positively or negatively affect a company's operating and financial results. For example, leaders shape their company's culture, establish the company's organizational structure and create policies that guide employee behavior.

Environmental Analysis, Strategic ... -

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MBA, BBA, B.COM Notes

Characteristics of Business

Environment Business environment

has the following characteristics: 1.

Environment is Complex Business

environment is complex because it is

continuously exposed to countless

challenges, like technological

disruptions, global competition,

leadership change, shifting economic,

social, and regulatory conditions etc.

BUSINESS ENVIRONMENT -

University of Calicut

Sustainable business, or green

business, is an enterprise that has

minimal negative impact on the global

or local environment, community,

society, or economy—a business

CREC, Dept.of MBA Page 5 that

strives to meet the triple bottom line.

Often, sustainable businesses have

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Notes Ppt progressive environmental and human rights policies.

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of the syllabus of Business
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term 'business environment'
connotes external forces, factors and
institutions that are beyond the control
of the business and they affect the
functioning of a business enterprise.
These include customers, competitors,
suppliers, government, and the social,
political, legal and technological
factors etc.

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