

# BUSINESS ENVIRONMENT



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? PEST / PESTEL Analysis

? Environmental Analysis – Scanning, Monitoring, Forecasting and Assessing

the Current and Future Environmental Changes.

? Liberalization, Privatization and Globalization of Economy.

? Social, Political and Economic Consequences of globalization.

? Structure of the Economy, Inflation and GDP

## **UNIT-II : Political and Legal Environment**

? Democracy, Political Diversity, Politics and Markets

? Bureaucracy, Corruption Level, Societal Outlook and Orientation

? Roles of Government: a) Regulatory Role – Fiscal, Monetary and Industrial Policies, Tax Policies, Education and Employment Laws b) Promotional Role c) Entrepreneurial Role d) Planning Role

## **UNIT-III : Socio-Cultural Environment**

? Population & its Growth Rate, Education Levels, Age Distribution and Life Expectancy Rates

? Family Size and Structures, Gender Distribution, Religion, Nationality and Beliefs and Minorities

? Social classes and Lifestyle, Average Disposable Income

? Attitude towards Product Quality and Customer Service, Buying Habits, Environmental Consciousness, Work and Leisure, Health Consciousness, Risk Taking Ability.

## **UNIT-IV : Technological Environment**

? Basic Infrastructure Level - Energy, Transport, Communication, Science and Technology.

? Research and Development, Product and Process Innovation, Rate of Technological Change and Penetration Levels, Protection of Intellectual Property Rights

? Technological Leadership and Followers, Technology and Competitive Advantage, Time Lags in Technology Introduction, Adaptation, Transfer of Technology

? Internet Infrastructure

## **UNIT-V : Global Environment**

? International Relations - MNCs

? World Trade Organization, Competition

? FDI, FPI, Special Economic Zone

? Environmental Issues

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