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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 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 - BBA/mantra*

Business environment can be defined 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](http://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 ... - 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

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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 progressive environmental and human rights policies.

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business environment definition The 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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