

LESSON NOTES WEEK 12

Year/Level: 10

Subject: Office Technology

Strand : 2	COMPUTER CONCEPTS AND SKILLS
Sub Strand : 2.1	BUSINESS ENVIRONMENT
Content Learning Outcome	At the end of the lesson students should be able to: features of business environment, types of environment

FEATURES OF BUSINESS ENVIRONMENT

1. **Totality of External Forces** – business environment is the sum of all things external to business firm.
2. **Specific and General forces** – business environment includes both specific and general forces.
Specific forces – affect enterprise in their day-to-day working.
General forces – have impact on all enterprises and affect an individual firm only indirectly.
3. **Dynamic nature** – business environment is dynamic in that it keeps on changing whether in terms of technological environment, shifts on consumer preferences or entry on new competition in the market.
4. **Uncertainty** – business environment is largely uncertain as it is very difficult to predict future happenings, especially when environment changes are taking place too frequently as in the case of information technology or fashion industries.

TYPES OF ENVIRONMENT

Internal and External Business Environment

There are two types of business environments:

- Internal business environment
- External business environment

Internal Business Environment

The internal environment:

- Has a direct impact on the business
- Is controllable
- Factors can be modified

This includes the business itself – the organization that is in business operation. It comprises:

1. The Owner
2. Structure
3. How it is run
4. Its entities
5. Its finance
6. Its workers
7. Its equipment
8. Buildings
9. Policies
10. Procedures etc.

Activity

In a paragraph, discuss the features of business environment.
