MGT501 Business Environment, Assessment 1 Part A: Initial Statement of Intent

**Introduction:**

Business is a terminology that refers to coordinated efforts and actions towards achieving financial advantages by delivering goods or services. Based on the concepts and theories of business, it should be operated under a certain environment which can be also referred as a business environment. Because a business cannot be operated as an isolated entity [1], rather it is associated with multiple entities and components such as customers, buyers, clients, suppliers, manufacturers etc. In other words, business environment is the accumulation of all factors including internal and external factors that directly or indirectly influences business concept, motivation and operations. In this report, I am going to present my intentions of taking this course which is designed to introduce concepts and practical guidelines of business environment.

**My Background:**

I am a student of business administration in Torrens University. The business school here, is one of the finest across Australia which provides relevant and practical knowledge of high-level business and management acumen. First I would like to describe my motivation behind studying this particular subject. When I was in high school, I saw my father conducting his business with extreme passion, dedication and motivation. It reflected in my childhood mind that how a person himself can change and influence an overall scenario, even a complex and dynamic one like consumer market. Before getting admitted to business school, my interest in managing resources popped up when I saw my father is managing dozens of employees and technical resources. I admired his planning, modeling, and analytics behind the business and how his decision matters in every steps. That motivated me to study business and to know the fundamentals and essentials to operate a business organization first, and then to become an entrepreneur myself.

My Initial goal is to understand business from its core concepts, motivations, also to gain theoretical and structural knowledge with practical implications. Because business can be of many forms with diverse attributes. It will help me considering my business plan and concept, when and where should I start. After gathering all the essential knowledge from academia I want to start my own business as I already mentioned, my aim in the long term is to be an entrepreneur, an influencer in the global business environment. To be a successful entrepreneur, one should know where to put their focus and progress in the business market.

**My Initial Understanding:**

Business environment relies on internal and external factors which directly or indirectly influences business operations [1]. Entrepreneurs, business owners, managers make day-to-day decisions to operate business smoothly to regard the internal factors such as managing resources, supply based on market demands, market analysis, employees etc. Whereas external factors like political, legal or climate impacts are less in control of the person(s) responsible behind the business decisions.

To operate a business, it is essential to know about the environment. Understanding dynamics of business environment is an integral part of developing a successful business strategy. One should determine the influences first in order to model the strategy and then environment is required to be constantly evaluated in order to identify changes and avoid unexpected incomings because modern business is more dynamic [1]. PESTEL [2] is one of the common framework to evaluate a business environment which refers to political, economic, social, technological and legal influences. To demonstrate the impact of these influences, I will briefly identify some economic principles [3] [4] which can portray the real-life scenario.

In a business environment, people face trade-offs, meaning, to make a business decision, one must let go or sacrifice other benefits for marginal greater outcome. It is also referred to a rational decision making where the decision maker always responds to some incentives. Business environments are always influenced by a governing body such as government, political leader, legal rules etc. The supply-demand chain controls the pricing and cost of the services.

**Course Outcome Analysis:**

The main intention of this course is to provide a conceptual understanding of business environments by examining the operation of a business in its environments including an analysis of the macro and micro influences on a business strategy, operations and decision making. Which also includes development of knowledge of the Australian legal framework and regulatory compliance; global economic, social and ethical principles that influence modern organizational decision making; and sources of competitive advantage. [5]

I will consider a few key points to manage and monitor my studies to a successful conclusion which are mentioned below.

1. I have reflective knowledge of basics and fundamentals of business environment as well as global economic, social and ethical principles
2. I am familiar with the nature of international business environment.
3. I am able to analyze trends and changes in current global business environment and debate logically the impact of them.
4. I am able to analyze relations between different components within a business environment and measure their importance.

By having these outcomes from the course, I will be able to apply vast business knowledge in international real life scenarios. It will help me to start planning my business more structurally, knowing the important factors that can influence any business environment. And how economic principles are followed in the business trends [3].

To be an entrepreneur, it is essential to have reflective knowledge regarding business. Because reflective knowledge addresses our limitations, strengths and analyzes our requirements. It helps to develop leadership skills. Entrepreneurship depends on one’s leadership capabilities. To provide reflective learning is one of the outcomes of this course. By meeting all the outcomes, one should set their goals to start their own venture of entrepreneurship.

I am looking forward to engage as more as I can in this course because It will definitely provide mandatory practical knowledge for my career goals (both for long and short term) in the future.

**References:**

[1] Understanding the Business Environment. Retrieved from Internet. In *https://opentextbc.ca/businessopenstax/chapter/understanding-the-business-environment/*

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[3] 10 Principles of Economics. Retrieved from WikiPedia. In *https://en.wikiversity.org/wiki/10\_Principles\_of\_Economics*

[4] James J. Sullivan and H. F. Arias. Concepts and Principles for Environmental Economics. 1972. In *Boston College Environmental Affairs Law Review, Volume 44, Issue 3.*

[5] Elective Units. Retrieved from Course Website. In *https://www.torrens.edu.au/courses/business/master-of-business-administration-2*