

Date: 16-01-21 → BUS

Topic: Management part → 2

NB: start from slide NO: 1

The Environment & culture of the organization:

Business Environment: যে পরিবেশে বাস্তব  
Business operate. Business এর চারিদিকে  
চলছে।

(i) Internal Environment: চিত্তবৃত্ত পরিবেশ,  
যেখানে থাকে মানবিক দল, Board of Director,  
Employee, physical environment & culture

(ii) Task Environment: organization টার  
ক্যান্ডে জন্য কাজের জন্য একটা External  
party এর সাথে Regular basis এ deal  
করাতে হয়। ~~এই~~ যেখানে থাকে; slide

## (ii) External / Socio Economic Environment

ମୂଳ ଲକ୍ଷ ଅଛି ଓ ଏହା International Dimension ଓ ସାମାଜିକ ଥାଏ।  
slide.

### External / General Environment:

ଏକ organization ଏହା Broad dimension ଯେଉଁ ତାହା ବିଶେଷାଂ କ୍ଷମା create କରୁ ନୁହେଁ କରୁ। Generalization ଏହା Business, Economical.

Technical Environment: Generalization, Social media Network ଲକ୍ଷ ଅଛି Customer Service ଲକ୍ଷ, ମାଧ୍ୟମ Responsive ଥାଏ, ତାହା ମାଧ୍ୟମ କାଳେ ଯେତେବେଳେ Reach କରୁ ଯାଏ।

Socio-cultural Dimension: ଯାହାକି major ଫିକ୍ସ, change, fashion trend



## Political Legal Environment:

Restaurant এ বাতাস বাতাস service  
অবন ওখানে ফায়ে হানা দেওয়া হয় Leadership  
করে যাওয়া ~~the~~ political Leader. এটা  
কোন না কোন বাতাস মাথ জড়িত।

The International Dimension: কোন কোন  
organization তাদের products এটা দ্বারা  
জড়িত অন্য দেশের মাথ for business.

## Task Environment:

(i) competitors: Pizza খাওয়া কোলে তারা  
Direct competitor → আমি Pizza খাওয়া  
Indirect competitor → অন্য অন্য বাতাস  
যেমন: Burger<sup>sub</sup> etc.

Bank Direct competitor কল সুযোগ  
Loan দেওয়া যায়, কিন্তু অন্য কারও খাওয়া  
এটা ঠাণ্ডা নিলে Indirect competitor.



(ii) Customer:- Customer ଏବଂ service ଗ୍ରହଣ କରିବା ପାଇଁ କ୍ଷମାସ୍ତର ଉନ୍ନତ ବିଭିନ୍ନ sector ଏ ଲୋକ ସ୍ବାସ୍ଥ୍ୟ ରେଖା । ଯେଉଁଠି Business customer service, call center customer service, bank customer service etc.

(iii) Suppliers:- ଦୁଇ ତିନି ବର୍ଗର supplier ଥାଏ । କେଉଁଠି particular product ଏବଂ କେଉଁଠି parts ତିଆରି କରା ଯାଏ । ଯେଉଁଠି Fix supplier set କରା ଏବଂ Good strategy.

(iv) Regulators:- ଏ ସବୁ products ଏବଂ କିଛି protection ଥାଏ । ଯେଉଁଠି କେଉଁଠି ଆଲୋଚନା ଥାଏ । Regulators ଥାଏ, ଯେଉଁଠି ଗାଡ଼ି, ଟ୍ରାକ୍ଟର etc.



The internal Environment:

(i) owners: Internal business is  
managed by the owner. The owner nominate  
the director to run the company. The  
Board of Directors make decision  
making for the company.

(ii) Board of Directors:

(iii) Management & Employees:

The organization is managed by the  
management & employees. They work  
together to run the company.

Physical Work Environment: Worker

work in a better environment. The  
productivity is high. The worker  
is happy. The worker is motivated.  
The worker is healthy.

## Organization - Environment Relation

ଏହା ଉପରେ James D Thomson ଦୁଇଟି Dimension ଉପରେ ଘଟଣାମାନଙ୍କର, ଆଧାର କରୁଛନ୍ତି। ଯେଉଁ:

(i) Degree of change: କେତେ ପରିବର୍ତ୍ତନ ହେଉଛି, କିପରି ହେଉଛି, ଏବଂ କେତେ ଜୀବନୀୟ ହେଉଛି, ଜୀବନୀୟ ପରିବର୍ତ୍ତନ ହେଉଛି ନା।

(ii) Degree of Homogeneity: product or Environment କି simple segment ଏ ଥାଏ ଜୀବନୀୟ complex segment ଏ ଥାଏ ଏହା ହୋଇ Homogeneity ହୋଇଛି। ଯେଉଁ; Coca-cola, ହାଉସ୍ ଟିଭିସ୍ ଏବଂ stability ଏବଂ ହୋଇଛି,

କିନ୍ତୁ Lax ଏହା product change ହେଉ ଏହା moderately changing.