

Introduction to the Business Environments

Introductory

Unit 0: Week 1 Tutorial

Learning Objectives

At the end of this tutorial, you should be able to:

- Recognise course outcomes and aims.
- Provide an overview of the business environments and their components.
- Understand the importance of studying the business environment.
- Discuss real-world examples of how business environments impact operations and strategies.

Before this tutorial, you should have:

- Read the *Lecture Slides* for Unit 0: Introduction to the Business Environments (Self Study)
- Completed the *Tutorial Questions*

During this tutorial, you will:

- Participate in an *Icebreaker* activity to get to know your peers
- Go through the *Course Overview* with your tutor
- Participate in the tutorial by:
 - Contributing to group discussions
 - Asking questions
 - Listening actively
 - Working collaboratively with other students



Icebreaker

Common Ground

Objective:

The goal is to find interesting things you have in common with your partner, to help you get to know your tutor and each other better by discovering shared interests and experiences.

Instructions:

1. Pair up:
 - Pair up with a classmate you have not worked closely with before. If there is an odd number of students, one group will have three members, or the tutor may join in.
2. Find common ground:
 - Spend 5 minutes talking with your partner. Try to find as many things you have in common as possible. Look for unique or unexpected similarities beyond the usual interests.
 - Possible topics to explore include:
 - Hobbies and activities
 - Travel experiences
 - Books, movies, or music preferences
 - Academic or career goals
 - Unusual talents or skills
3. Share with the class:
 - After the discussion, each pair will share one or two interesting commonalities with the class.
 - Be prepared to answer a few questions or elaborate on the commonalities you found.
4. Tutor participation:
 - After the students have shared their commonalities with the class, the tutor will identify any commonalities between themselves and the students. The tutor will then share these with the class.





Course Overview

Course Outline and Assessments

The tutorial for this first week of the course is an introductory tutorial. Your tutor will guide you through the Course Outline and Assessments.

Record any important information below.



Tutorial Questions

Students must complete the following questions before coming to class

Overview of Business Environments

1. What do you think are some key factors that influence a business's success?

2. Why is understanding the business environments crucial for businesses?

Internal vs. External Environment of Business

3. What are some internal factors that business owners can control? How might these factors influence business success?

4. Think of a successful company you admire. What internal factors do you think contribute to its success?

5. What are some external factors that might influence business success?

Key Components of the Business Environments

Political-legal Environment (5 minutes)

6. How can changes in government policies affect business operations? Can you think of a recent political/government decision that has had a significant impact on businesses?

7. How can government regulations, such as the *Tobacco Plain Packaging Act*, impact businesses?



8. How can changes in the legal environment affect business operations? Can you think of a recent legal change that impacted businesses?

9. How can businesses prepare for potential legal disputes?



Sustainability Environment (5 minutes)

10. Why is sustainability becoming increasingly important for businesses today?

11. What are the potential risks for businesses that ignore sustainability issues?

Key Takeaways (5 minutes)

Studying this course is essential because it explores the political, legal, and sustainability environments that businesses navigate every day. By the end of this course, you will have a good understanding of how government policies, legal regulations, and sustainability issues shape business decisions and strategies.

