

# PUB 1270: Socio-Political Environment

## *Session 01*



## Introduction to Socio-Political Environment

Department of Public Administration  
Faculty of Management Studies and Commerce  
University of Sri Jayewardenepura  
2024

# Socio-Political Environment –PUB 1270

## Course Objectives

- ▶ To provide basic understanding about the concurrent themes in the field of socio-political environment.
- ▶ To develop skills among the students to work with different communities and groups in their personal and professional careers.
- ▶ To nurture right attitudes among the students to appreciate freedom, equality and social harmony.

# Scheme of Evaluation

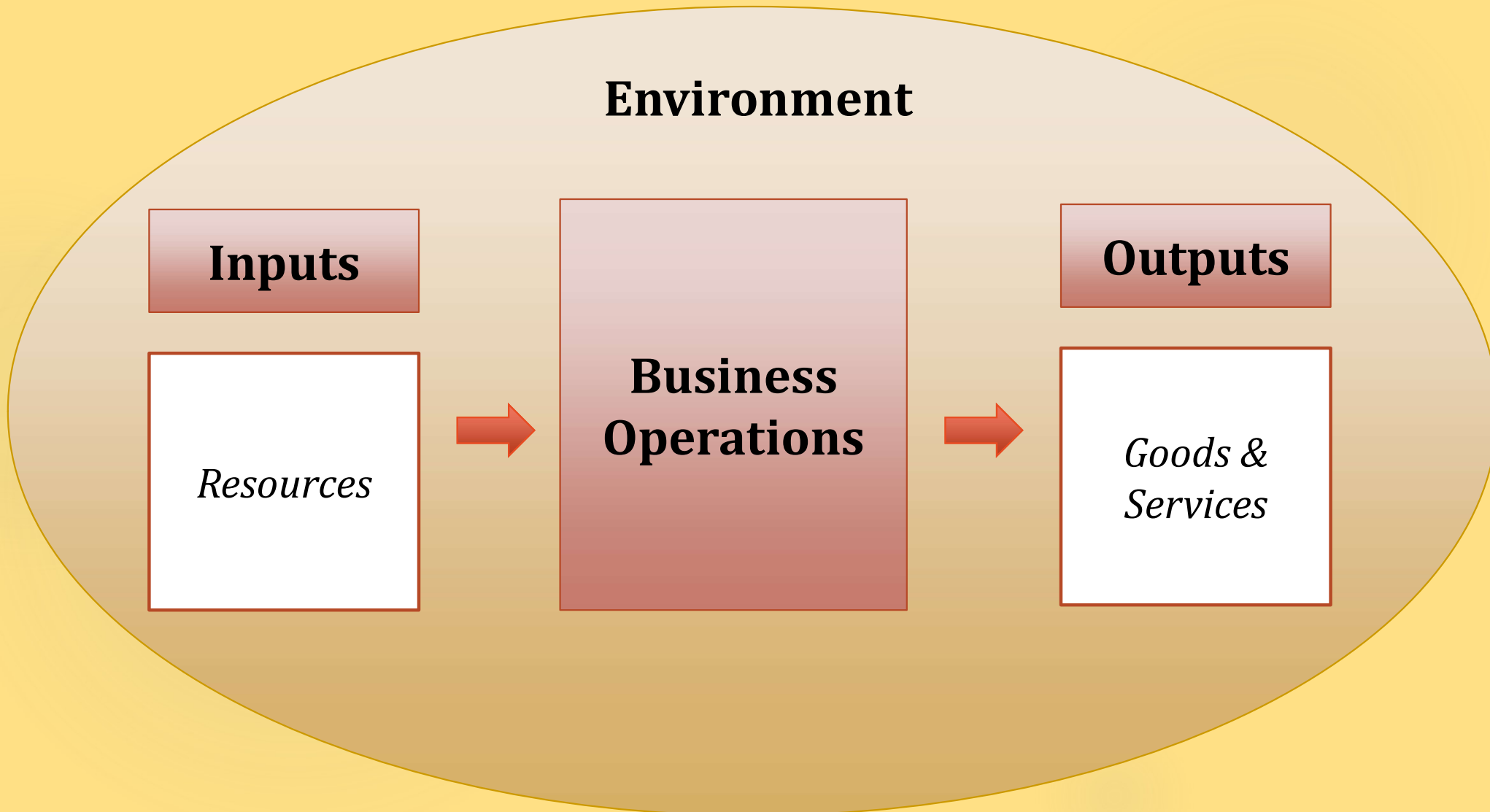
<b>Activity</b>	<b>Weight</b>
<b>Continuous Assessments</b>	<b>30%</b>
<b>Final Examination</b>	<b>70%</b>
<b>Total</b>	<b>100%</b>

# **Session 01 - Introduction to Socio Political Environment**

## **Learning Outcomes**

1. Recognize the importance of socio-political environment
2. Identify the forces in the business environment

# Introduction to Business Environment



# Introduction to Business Environment cont'd...

- ▶ Business firms are regularly interacting with the external environment.
- ▶ The success of the business is greatly determined by its capacity to respond the changes in the environment.

# Introduction to Business Environment cont'd...

- ▶ Business activities are directly and indirectly influenced by the factors in the business environment.
- ▶ The business environment can be viewed in following diagram

# Business Environment

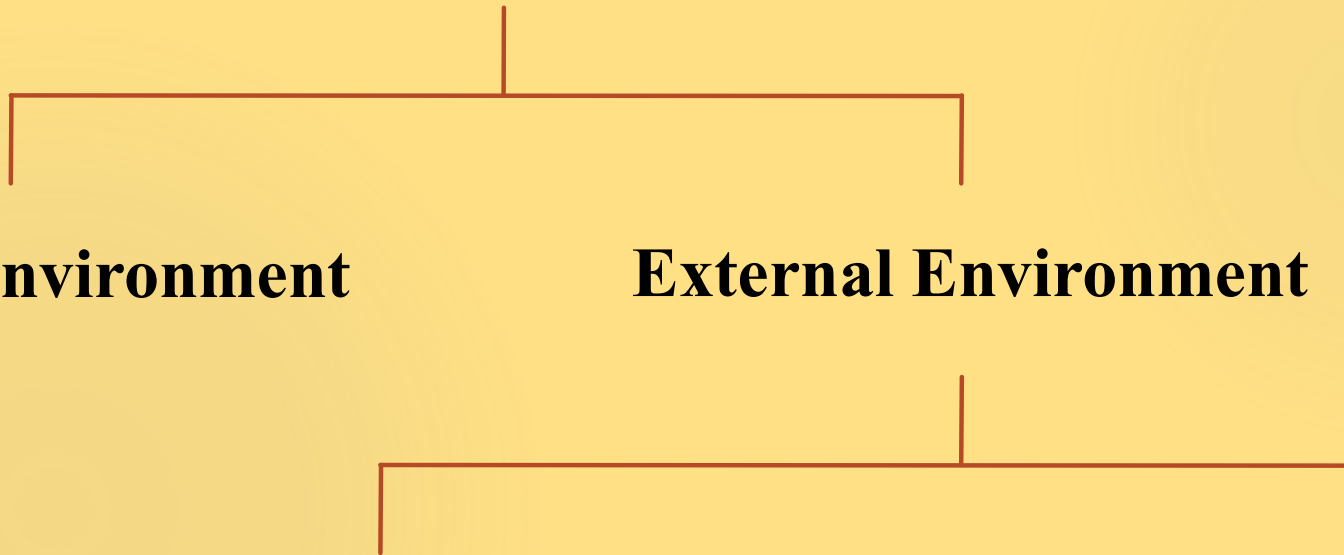
## Business Environment

**Internal Environment**

**External Environment**

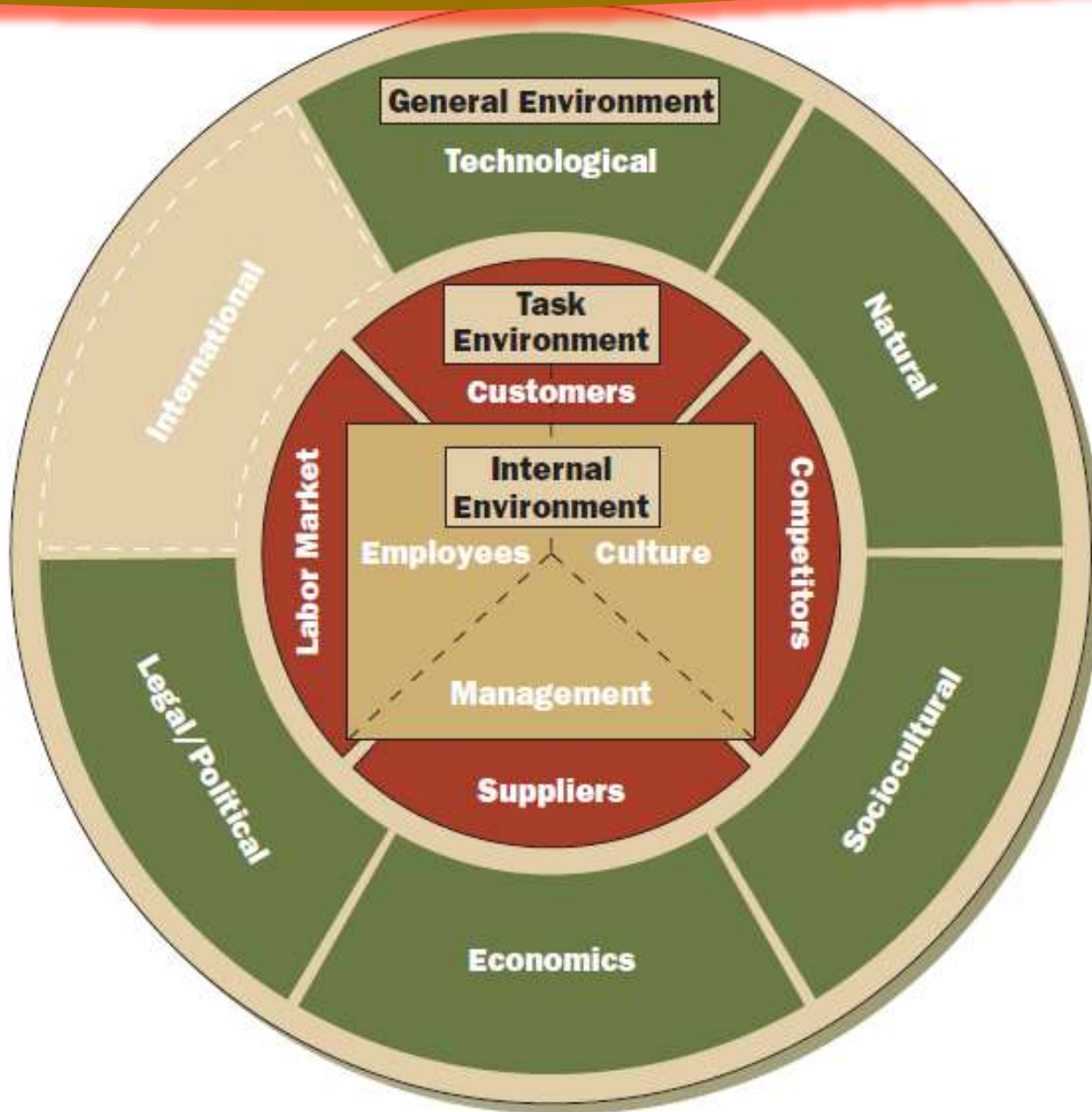
**Task  
Environment**

**General  
Environment**





# Business Environment cont'd....

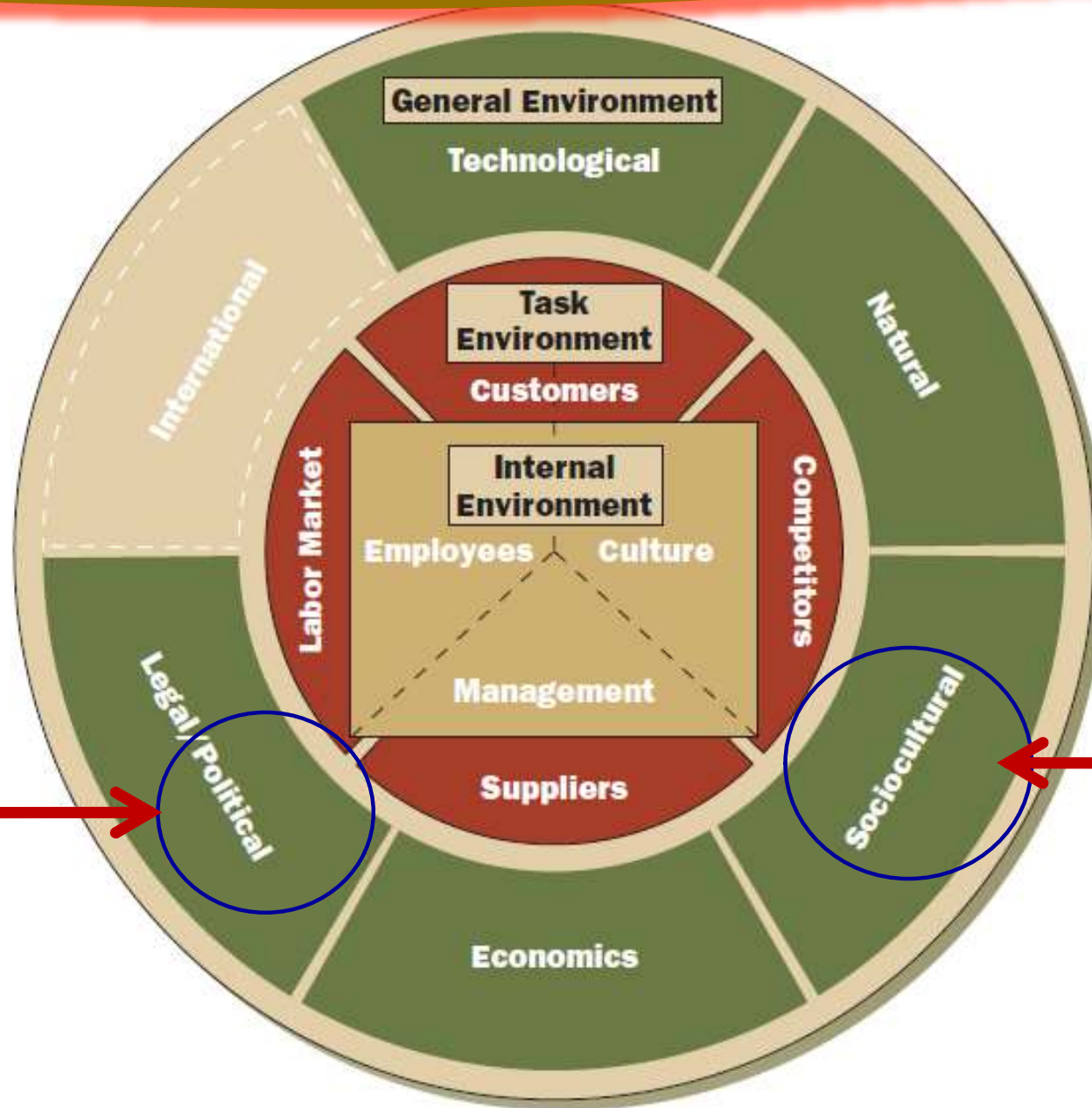


Source: Daft, 2010

# Business Environment cont'd....

	Task Environment	General Environment
<b>Factors / Components</b>	Competitors Suppliers Customers Labor Market	Social Economic Legal/Political International Natural Technological
<b>Influence on businesses</b>	Influence the operations and performance of organizations on regular basis	Influence is beyond the control of the businesses

# Business Environment cont'd.



Source: Daft, 2010

# Significance of Socio-Political Environment

- ▶ The ***social environment*** comprises social factors such as customs, traditions, values, beliefs, social classes, demographic characteristics and etc.
- ▶ The changes in the social environment mostly redefine the business operations.

## Significance of Socio-Political Environment cont'd.

- ▶ The *political environment* includes set of institutions involved in making authoritative public decisions.
- ▶ These decisions may take the forms of government regulations and policies which influence the businesses.
- ▶ These regulations may aim at controlling access of supply such as import tariffs, and restrict access to the market, or else regulate the industry.
- ▶ Therefore, actions of government provide opportunities while limiting certain activities

# Significance of Socio-Political Environment cont'd.

- ▶ Changes in the socio-political environment shape the overall business environment.
- ▶ Therefore, it is important for business managers to understand the changes in the broader social political environment for the success of the business.