**MAKERERE UNIVERSITY BUSINESS SCHOOL**

**FACULTY OF ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT**

**DEPARTMENT OF ENTREPRENEURSHIP AND INNOVATION**

**SEMESTER TWO, YEAR ONE ACADEMIC YEAR 2022/ 2023 COURSE OUTLINE**

**PROGRAMME: BACHELOR OF COMMERCE (BCOM I)**

**COURSE UNIT: BUSINESS ENVIRONMENT**

**COURSE CODE: BAD 1207**

**COURSE LEVEL: YEAR I, SEMMESTER II**

1. **COURSE DESCRIPTION**

The course aims at providing an overview of the various dimensions of business environment. It seeks to familiarize the students with various aspects of economic, social, cultural, political, legal and technological environment. This will provide a deeper understanding of the environmental factors influencing Business Enterprises and enable them to appreciate the complexities of the environment that the businesses operate in. In addition the course describes the precise meaning and nature of business, how business differs from non- business activities and the various forms of business organizations available that exist in the business world. The course further explores and acknowledges the different functional areas of management that drive organizations. It will further survey the field of international business focused on the concept of globalization. The course will then examine the environment for international firms, particularly the political, social and economic configurations that support cross- border commerce.

1. **COURSE OBJECTIVES**
2. To enable learners understand the changing nature of the business environment in the context of the national and global economic landscape.
3. To help students understand the nature of business organizations, their set up and how they operate.
4. To introduce business functional areas to students and how they relate.
5. To provide learners with an understanding of the principles of market economies and how the dynamics of competition impacts on the organisation’s activities.
6. To enable leaners understand the social, cultural, legal, political, technological, economic and regulatory landscape within which the business operate.

**(C) LEARNING OUTCOMES**

Upon successful completion of the requirements for this course, students will be able to:

1. Examine how different factors and trends in the business environment are likely to impact upon a proposed business venture.
2. Conduct a business analysis of the local and national business environment.
3. Employ business models and tools to evaluate changes in an organization’s business environment.
4. Describe what business operations encompass and the structure, process and functions of management.
5. Apply an understanding of the nature of the multinational firm as an institutional structure for the conduct of cross-border trade and investment.
6. Apply an understanding of the different modes of engagement with international markets and explore the interconnectedness between these and the economic, legal, political, regulatory, cultural, governmental and other environments in which businesses operate.
7. **MODE OF DELIVERY**

Lectures, Practical work, Tutorials, Group discussions, presentations, Case studies, Demonstrations, and Power point presentations.

**(E)MODE OF ASSESSMENT**

The course will be assessed in two parts

1. Coursework assessment 30%
2. Final Examination 70%

**(F) DETAILED COURSE CONTENT**

1. **Introduction**

* Meaning, Nature of Business
* Concept & Characteristics of Business Environment
* Overview of the types and dimensions of business environment
* Relevance of Business environment to business

1. **Business ownership / Forms of Business organizations**

* Choosing an organizational type
* Sole proprietorship
* Partnerships
* Joint stock companies ( Corporations)
* Cooperative Organizations
* Hybrid forms of business ownership
* Franchises
* Mergers and acquisitions

1. **Multinational Companies**

* Definition of Multinational companies
* Features of Multinational companies
* Advantages and Disadvantages of Multinational companies

1. **Economic Environment**

* Nature of the economy
* Structure of the economy
* Components of the Economic environment
* Economic policies
* Features of Ugandan Industrial policies
* Economic Reforms & Liberalizations
* Monetary and Fiscal policies

1. **Political and Legal Environment**

* Political institutions/ landscape
* Participative, economic, regulatory and promotional roles of government
* Evolving roles of the state / government
* The relationship between business and government
* Responsibilities of business toward government
* Responsibility of government towards business

1. **Social & Cultural Environment**

* Components of the social-cultural environment factors
* Business participation in social and cultural affairs
* Demographic dividends & its impact on business growth
* Culture and organizational behavior

1. **Technological Environment**

* Trends in technological environment
* Innovations
* Technology & Competitive Advantage
* Sources of technological dynamics
* Transfer of technology
* Levels of Science & technology across countries

1. **Business Functional areas of Management**

* Production function
* Finance function
* Marketing function
* Human Resource function
* Relationship and interaction between the different areas of business management.

1. **Global Business Environment**

* Global Environment
* Nature of globalization
* Strategies for globalization
* Challenges for International business
* East African Business Environment
* European Business Environment
* American Business Environment
* Asian Business Environment

1. **Corporate Social Responsibility (CSR)**

* Definition of CSR
* Scope of CSR
* Benefits of CSR
* Limitations of CSR

**(G) REFERENCES**

1. Harrison, A., Business Environment in a Global Context’ Oxford University Press, 2010
2. Palmer, A., and Hartley,B. ‘ The Business Environment’, McGraw-Hill, 7th Ed., 2011
3. Bagire Vincent (2013). A Revised Guide for Business Administration.
4. Business Administration by Waswa Balunywa, Check various editions.
5. Internet Sources are very rich in materials on all areas to be covered.
6. Newspapers and other local publications give the current trends of business
7. Vernon A. Musselman (2003). Introduction to Business.
8. Linda K. Trevino and Katherine A. Nelson (2010). Managing Business Ethics 5th edition, Wiley Publishers
9. Parsons Carl Copeland (2008). Business administration, Lightning Source Inc. Publisers.

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