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PRINCIPLE OF MANAGEMENT

EXTERNAL ENVIRONMENT **Learning Activity**

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LEARNING ACTIVITY

1. Differentiate the two views of management. Provide an example for each of these views.
2. Discuss the components of external environments. Illustrate an example of an organization is affected by all these forces.

LEARNING ACTIVITY

Skills Exercise on environmental scanning.

- Students will work in a team of three to fours.
- Each work team will select three companies of the same industry.
- Use the following table to identify the environmental forces for the companies.
- Analysed on how these companies have similarities and differences.

LEARNING ACTIVITY

Environmental Forces	Company A	Company B	Company C
Economic			
Demographics			
Technological			
Subcultural			
Political / Legal			
Global			