**DYNAMIC BUSINESS ENVIRONMENTS**

**Learning Outcome 2: Activity 4**

**Group Activity**

**The internal and external environment**

First, the class should agree on a case study organisation (it should be different to the organisation chosen in Learning Outcome 2, Activity 3). In groups:

1. Consider why it is important for this organisation to be aware of and understand the external environment in which it operates.
2. How gaining an understanding of the external environment will influence this organisation’s current and future strategies.