



UNIVERSITAS PENDIDIKAN NASIONAL (UNDIKNAS UNIVERSITY)
FACULTY OF BUSINESS AND ECONOMICS

Jl. Bedugul No. 39 Sidakarya Denpasar, Telp (0361) 723868 Fax. (0361) 723077 Kode Pos (3261) 225

SYLLABUS

BUSINESS ENVIRONMENT

COURSE CODE: 1812306

ECTS: 5

SEMESTER AND YEAR OFFERED: SEMESTER 3/YEAR 2

LECTURER: I GUSTI NGURAH WIDYA HADI SAPUTRA, S.M., M.SM

1. DESCRIPTION

This unit introduces students to theory, concepts and practices related to business environment for management students

2. EXPECTED LEARNING OUTCOMES

On successful completion of this unit, students should be able to:

- explain and understand about the nature of business environment,
- understand about the influence of the demographic environment in a business organization,
- understand the role of the marketing, production, HR and management environment in business organizations,
- understand the role of financial, R & D, information systems and culture in business organizations,
- understand and describe the character of a country's economic environment and its influence on business organizations,
- understand and describe about the influence of the social environment in a business organization, (
- understand and describe the influence of the cultural environment in a business organization,
- understand and describe the character of a country's political environment and its impact on business organizations,
- understand and describe about the influence of the technological environment in a business organization,
- understand about the context of resources in business organizations,
- understand and describe the environmental characteristics of a state government and its effect on business organizations,
- understand and explain about business ethics and responsibilities,
- explain and understand about the global exchange environment,
- explain and understand the global financial environment.

Vision:

Becoming a superior study program in 2020 as a center for human resource development in the field of accounting that is professional, global-minded, and has entrepreneurial spirit based on the concept of Tri Hita Karana.

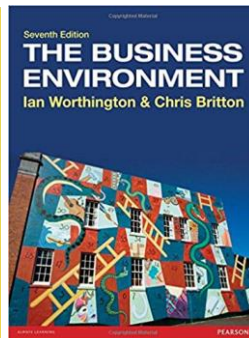
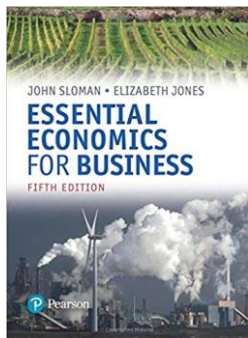
3. REFERENCES

Compulsory:

Jones, Elizabeth and Sloman, John. 2017. Essential Economics for Business. Fifth Edition. UK: Pearson.

Recommended/Additional Reading

1. Otter, Dorron and Wetherly, Paul. 2011. The Business Environment: Themes and Issues. Second Edition. New York: Oxford University Press Inc.
2. Britton, Chris and Worthington, Ian. 2015. The Business Environment. Seventh Edition. UK: Pearson Education Limited.



4. METHOD OF ASSESSMENT

No.	Assessment	Marks
1.	Attendance	10 %
2.	Quiz	10 %
3.	Mid test	20 %
4.	Final test	20 %
5.	Individual assignment	10 %
6.	Group assignment	10 %
7.	Active participation in discussion	10 %
8.	Personality	10 %
	Total	100%

5. UNIT GUIDE AND STUDY PLANNER

Meeting	Module Topic
1	The nature of business environment
2	Demographic environment
3	Marketing, production, HR and management environment
4	Financial, R & D, information systems and culture
5	The character of a country's economic environment and its influence
6	The influence of the social environment in a business organization
7	The influence of the cultural environment in a business

Vision:

Becoming a superior study program in 2020 as a center for human resource development in the field of accounting that is professional, global-minded, and has entrepreneurial spirit based on the concept of Tri Hita Karana.

organization

8	Mid-term Test
9	The character of a country's political environment and its impact
10	The influence of the technological environment
11	Resources in business organizations
12	The environmental characteristics of a state government and its effect
13	Business ethics and responsibilities
14	The global exchange environment
15	Global financial environment
16	Final Test

6. WORKLOAD

BUSINESS ENVIRONMENT

16 weeks

		Weeks per semester														TOTAL hrs		
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	
INDEPENDENT WORK	Homework, assignments	2	2	2	2	2	2				2	2	2	2	2	2		24
	Workshops			4				4										8
	Exam preparation							9								10		19
	Company visits, excursions																	0
	Preparation for presentations and papers			2		2		2			2		2		2			12
	Preparation for class	2	2	2	2	2	2	2			2	2	2	2	2	2	2	24
	Follow-up for class	1	1	1	1	1	1	1			1	1	1	1	1	1	1	12
	Final essay paper																10	10
	Course evaluation																2	2
	Workshops and Excursion Paper				2				2									4
																	115	
HRS OF EXAMS									2							2	4	
MANDATORY CLASS ATTENDANCE	Class Weekly hrs ~ 2	2	2	2	2	2	2	2			2	2	2	2	2	2	26	
		TOTAL WORKLOAD PER COURSE (HOURS)														145		
		TOTAL ECTS														5		

Vision:

Becoming a superior study program in 2020 as a center for human resource development in the field of accounting that is professional, global-minded, and has entrepreneurial spirit based on the concept of Tri Hita Karana.