

**Subject: Business Economics**

**Course: B.A., 6<sup>th</sup> Semester, Undergraduate.**

**Paper No: 602**

**Paper Title: Business Strategy & Ethics**

**Unit No.: 2 (Two)**

**Title: Environmental Analysis**

**Lecture No: 2 (Two)**

**Title: External Environment: An Introduction**

#### References

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3. Arthur A., Thompson, J. Strickland, John E. Gamble and Arun K. Jain A. *Crafting and Executing Strategy: The Quest for Competitive Advantage*, Tata McGraw- Hill, New Delhi, latest edition
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5. John A. Pearce, Richard B. Robinson, Amita Mittal, *Strategic management, formulation, implementation and control*, 12th edition

#### Links

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1. <http://www.yourarticlelibrary.com/business-environment/economic-and-non-economic-environment-of-business/62816/>
2. <http://www.accountingtools.com/supplier-definition>
3. <http://www.yourarticlelibrary.com/business/business-environment-nature-and-significances-of-business-environment/23367/>
4. <http://download.nos.org/srsec319new/319EL3.pdf>