



Accredited Africa Training Institute for Capacity Development

Unit FO409, Hatfield Plaza · 1122 Burnett St, Hatfield 0028 · Pretoria, Gauteng · South Africa

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COURSE BROCHURE

Understanding the External Business Environment

Physical, Mathematical, Computer and Life Sciences / Information Technology and Computer Sciences

Unit Standard 258840 · NQF Level 5 · 5 Credits · 2 Days

COURSE OVERVIEW

This course equips learners with the knowledge and skills to analyse the external business environment and understand how its various components influence organisational strategy and operations. Participants will learn to identify key external factors, evaluate their impact on business performance, and apply this understanding to strategic decision-making in a South African context.

Category	Physical, Mathematical, Computer and Life Sciences
Subfield	Information Technology and Computer Sciences
Unit Standard	258840
Accreditation	SAQA Accredited · NQF Level 5 · 5 Credits
Duration	2 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Analyse the components of the external business environment, including the macro and market environments
- Evaluate the impact of political, economic, social, technological, legal, and environmental (PESTLE) factors on business operations
- Apply environmental scanning techniques to identify opportunities and threats in the external environment
- Assess the influence of stakeholders, competitors, and market trends on organisational strategy
- Demonstrate an understanding of how external factors inform SWOT analysis and strategic planning
- Implement strategies to adapt to changes in the external business environment

WHO SHOULD ATTEND

- This course is designed for supervisors, managers, and business professionals who need to understand how external forces such as economic, political, social, technological, legal, and environmental factors affect their organisation.
- It is also suitable for entrepreneurs and small business owners seeking to improve strategic planning.

COURSE OUTLINE

Day 1: Foundations of the External Business Environment

- Introduction to the business environment: internal vs external.
- The micro environment: resources, capabilities, and core competencies.
- The market environment: customers, competitors, suppliers, intermediaries.
- The macro environment: PESTLE framework (Political, Economic, Social, Technological, Legal, Environmental).
- Environmental scanning and monitoring techniques.
- Impact of external factors on business decision-making.
- Case study: identifying external influences on a local business.

Day 2: Analysing and Responding to the External Environment

- SWOT analysis: integrating external opportunities and threats.
- Porter's Five Forces: analysing industry competitiveness.
- Scenario planning: building alternative futures.
- Strategic response options: adaptation, mitigation, innovation.
- Stakeholder analysis and engagement.
- Reporting environmental analysis results.
- Group exercise: environmental analysis for a real organisation.

ASSESSMENT & CERTIFICATION

Delegates are assessed through exercises and a final test. A mark of **50% or above** earns an **AATICD Certificate of Completion**, issued digitally with a unique verification code. This course carries **5 NQF credits** at **NQF Level 5**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 16,200.00	R 16,200.00
1	In-House	R 21,000.00	R 21,000.00
1	On-Campus (Pretoria)	R 24,300.00	R 24,300.00

UPCOMING SESSIONS

Start	End	Method	Venue
05 Aug 2026	06 Aug 2026	On-Campus	Cape Town, South Africa
05 Aug 2026	06 Aug 2026	On-Campus	Lagos, Nigeria
11 Aug 2026	12 Aug 2026	On-Campus	Durban, South Africa
11 Aug 2026	12 Aug 2026	On-Campus	Dubai, UAE
12 Aug 2026	13 Aug 2026	On-Campus	Abu Dhabi, UAE
12 Aug 2026	13 Aug 2026	On-Campus	Cape Town, South Africa
13 Aug 2026	14 Aug 2026	On-Campus	Pretoria, South Africa
13 Aug 2026	14 Aug 2026	On-Campus	Mauritius

Contact us if no suitable date is listed – on-demand sessions can be arranged for groups.

HOW TO GET A QUOTE OR APPLY

1. **Get an instant quotation online:** visit www.aaticd.co.za, open the page for this course (Unit Standard 258840) and click **Get A Quote / Apply**. Select your training method and number of delegates – your quotation is generated immediately and emailed to you with the course brochure attached.
2. **Apply by email:** send the course title, your preferred training method (Online, In-House or On-Campus Pretoria), the number of delegates and your preferred dates to apply@aaticd.co.za – our team will reply with a formal quotation.
3. **Apply by phone or WhatsApp:** call **+27 12 004 8389** or WhatsApp **+27 65 077 6310** and we will prepare your quotation and reserve your seats.
4. **Confirm your booking:** accept the quotation and settle the invoice. As soon as payment is confirmed your delegates are enrolled and receive their AATICD LMS login details by email, along with joining instructions for their chosen training method.

Group discounts apply automatically – the more delegates you enrol, the lower the price per delegate. No payment is required to request a quotation.

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