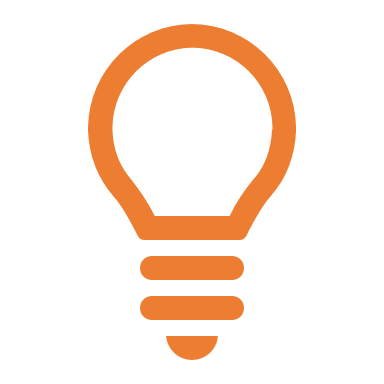
**Project – Based Learning (PBL)**

**Template**

Project-Based Learning is a teaching method in which students gain knowledge and skills by working for an extended period of time to investigate and respond to an engaging and complex question, problem or challenge

**PBL code name:** C8\_S2\_6

**PBL title: Analysis of business environment**



**Project Idea**

*For a firm or industry of your choice, undertake a ‘PESTLE’ analysis indicating*

*the likely major environmental influences to be faced by the firm/industry in the*

*next one to three years.*



**Driving Question(s)**

1. Can you identify a general environment trend that has positive implications for your product?
2. Can you identify a general environment trend that has negative implications for your product?
3. Are all six elements of PESTEL important to every organization? Why or why not?
4. What kind of information do you need for analysis?



**Objectives**

* *Analyze the environment for a firm or industry of your choice.*
* *Present the findings*

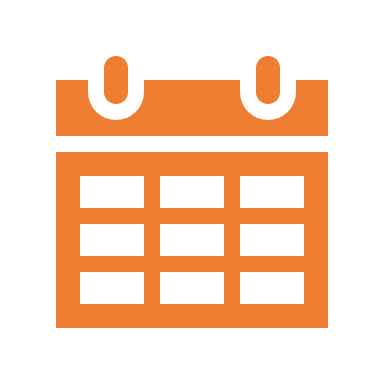


**Tasks**

* *Create a list of environmental factors*
* *Rank factors in order of importance*



**Notes**



**Project Plan**