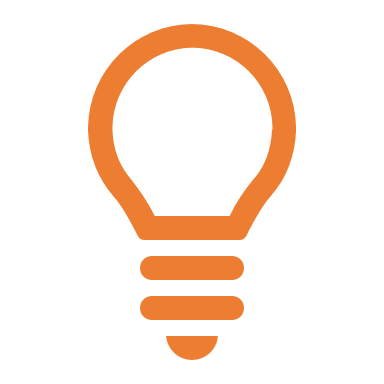
**Project – Based Learning (PBL)**

**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**

*Choose a new product, analyze the business environment using the Porter’s model, and PESTEL analysis.*



**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 your product*
* *Present the findings*

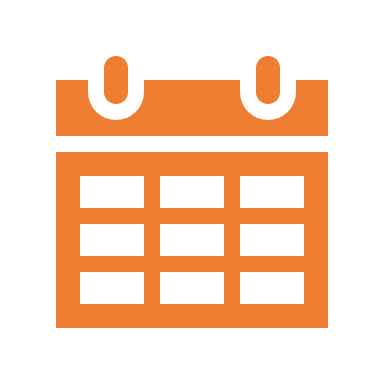


**Tasks**

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



**Notes**



**Project Plan**