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Learning Objectives	Learning Activities	Assessment
1.1. Explain the concept of a business plan and its importance in the business world.	Read and discuss the business plan template provided. Participate in a group activity where students identify the key components of a business plan.	Written assignment: Business Plan Template
1.2. Analyze the market environment and identify opportunities and threats.	Read and discuss the market environment analysis template provided. Participate in a group activity where students identify opportunities and threats.	Written assignment: Market Environment Analysis
1.3. Develop a marketing strategy and implement it.	Read and discuss the marketing strategy template provided. Participate in a group activity where students develop a marketing strategy.	Written assignment: Marketing Strategy



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