

SWOT Analysis

Strengths, Weaknesses, Opportunities, Threats

As we prepare to begin another semester, let's break the ice in a way that prepares students for a successful semester before its challenges arise. The SWOT analysis structures a plan not only for shortcomings (weaknesses and threats), but also the positive action to counteract those shortcomings (strengths and opportunities).

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|--|-------------------------|--|
| <p>Strengths internal factors</p> <p>What are you really good at?</p> <p>What skills do you have that will assist you in being successful in this course?</p> <p>What do you do better than anyone else?</p> <p>What do others see as your strengths?</p> | <p>POSITIVES</p> | <p>Opportunities external factors</p> <p>What university resources are available to facilitate your success in this course?</p> <p>What other resources are available to you to facilitate your success in this course?</p> |
| <p>INTERNAL</p> | | <p>EXTERNAL</p> |
| <p>Weaknesses internal factors</p> <p>What skills do you lack that may hinder you from being successful in this course?</p> <p>What personal traits do you have that may hinder your success?</p> <p>What do others see as your weaknesses?</p> | <p>NEGATIVES</p> | <p>Threats external factors</p> <p>What do you see as threats to completing this course?</p> <p>What is your greatest challenge from external factors in completing this course?</p> |

For the student handout and additional resources on SWOT analysis, visit oakland.edu/teachingtips

Strengths, Weaknesses, Opportunities, Threats (SWOT) Analysis

At the end of this document you will find links to three web pages, each one of which gives basic information about SWOT analysis. Generally, SWOT analysis is applied to strategic planning for a firm of some kind. Here, you are working on a strategic plan for completing this course. The idea is to analyze yourself with respect to your academic strengths, academic weaknesses, opportunities for achieving your goals, and threats to achieving your goals. Be thoughtful and succinct in your responses. Your responses should be in sentence format.

This assignment is best completed when you can be alone and spend time giving each area some deep thought.

You are expected to turn in your SWOT analysis; you can either write it in outline form or use a matrix as shown in some of the Web pages. The matrix (table) below is provided as an example; you can use it as a template if you would like.

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|---|--|
| <p>Strengths (internal factors)</p> <ul style="list-style-type: none">• What are you really good at?• What skills and talents do you have that will assist you in being successful in this course?• What do you do better than anyone else?• What do others see as your strengths? | <p>Opportunities (external factors)</p> <ul style="list-style-type: none">• What Oakland resources are available to facilitate your success in this course?• What other resources are available to you to facilitate your success in this course? |
| <p>Weaknesses (internal factors)</p> <ul style="list-style-type: none">• What skills and talents do you lack that may hinder you from being successful in this course?• What personal behaviors/traits do you have that may hinder your success?• What do others see as your weaknesses? | <p>Threats (external factors)</p> <ul style="list-style-type: none">• What do you see as threats to completing this course?• What is your greatest challenge from external factors in completing this course? |

In addition to completing the SWOT analysis answer the following questions:

1. How can you use the strengths you have identified to overcome your weaknesses?
2. What are some strategies you can develop to minimize or overcome the threats you have listed?
3. How can the opportunities you have listed enhance your success in the class?
4. State one goal you would like to accomplish this semester. It can be related to this course or not.
5. Explain how you will achieve this goal.

You may be ready to begin writing your SWOT analysis now. However, if you would like more information about SWOT analysis before you begin to write, you may find the following links useful.

1. http://www.mindtools.com/pages/article/newTMC_05.htm
2. <http://www.mycoted.com/creativity/techniques/swot.php>
3. <http://www.stfrancis.edu/ba/ghkickul/stuwebs/btopics/works/swot.htm>