

ABHINAV EDUCATION SOCIETY'S  
COLLEGE OF EDUCATION (B.ED.)  
S.Y.B.ED.  
2021-22

B.Ed. Course Code : 201

**Quality and Management of School Education**

**SWOT Analysis**

Presented by :

Asst.Prof.Dr. Prajakta Medhekar

# SWOT Analysis



S



W



O



T

Presented by :- Dr Prajakta Medhekar

# LEARNING OBJECTIVES

**What is SWOT Analysis?**

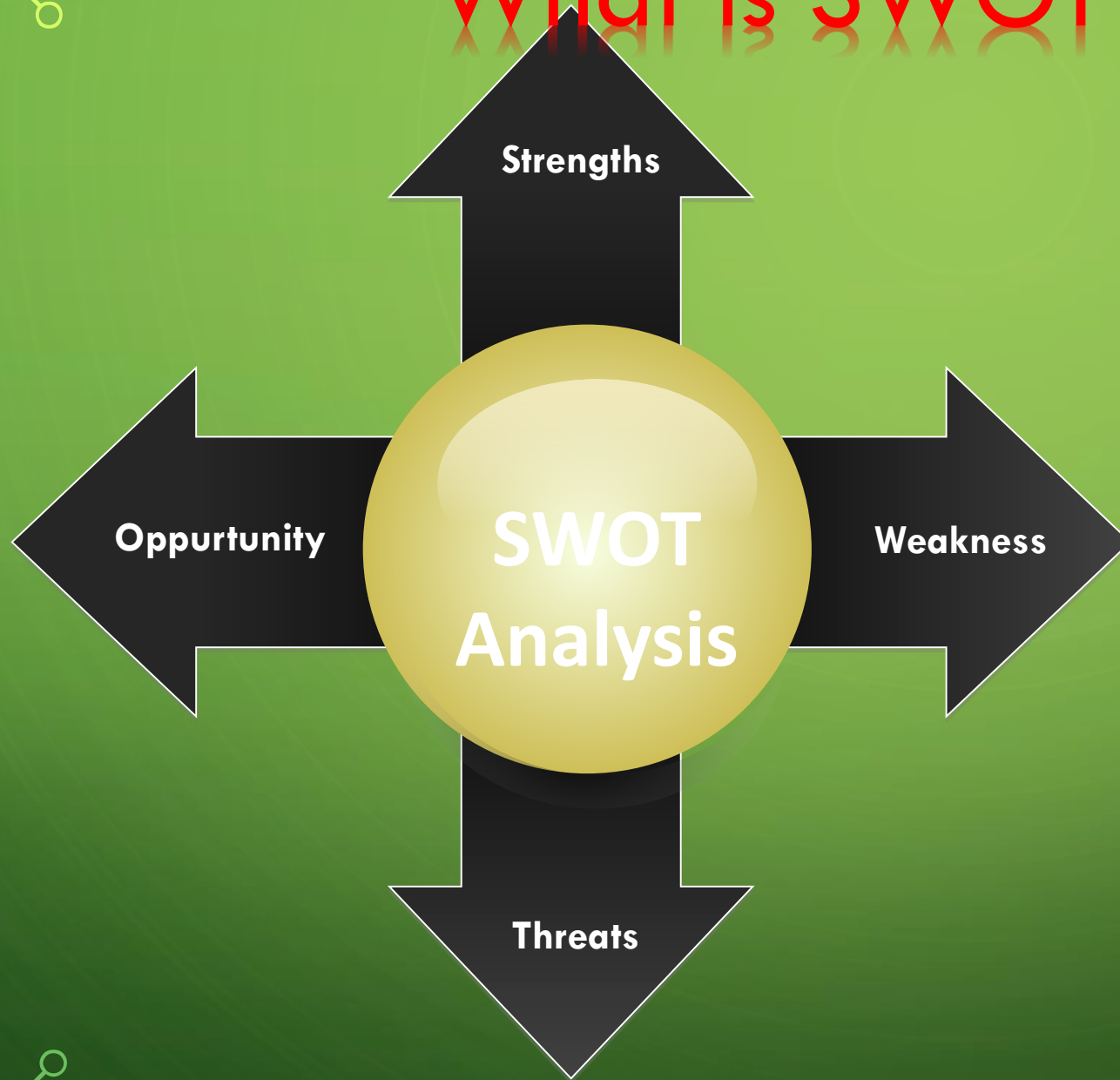
Aim of SWOT Analysis

Who needs SWOT Analysis?

How to conduct SWOT Analysis?

Benefits & Pitfalls of SWOT Analysis

# What is SWOT Analysis?



**Internal factors**  
The strengths & weakness internal to organization

**External factors**  
The oppurtunities & threats presented by the environment external to organization

**Helpful**

**Harmful**

**Internal**

**S**  
**Strengths**

**W**  
**Weaknesses**

**External**

**O**  
**Opportunities**

**T**  
**Threats**



Your strengths should encompass both

**what you are good at generally and what makes you special.**

If you're having a hard time thinking of your strengths, then turn to other people in your life.





## Positive external conditions you can take advantage of.

This is where you take your personal story and extend it to the external impact

Talk about various opportunities you foresee in that prospective job. This will show your interest and reflect a positive attitude.



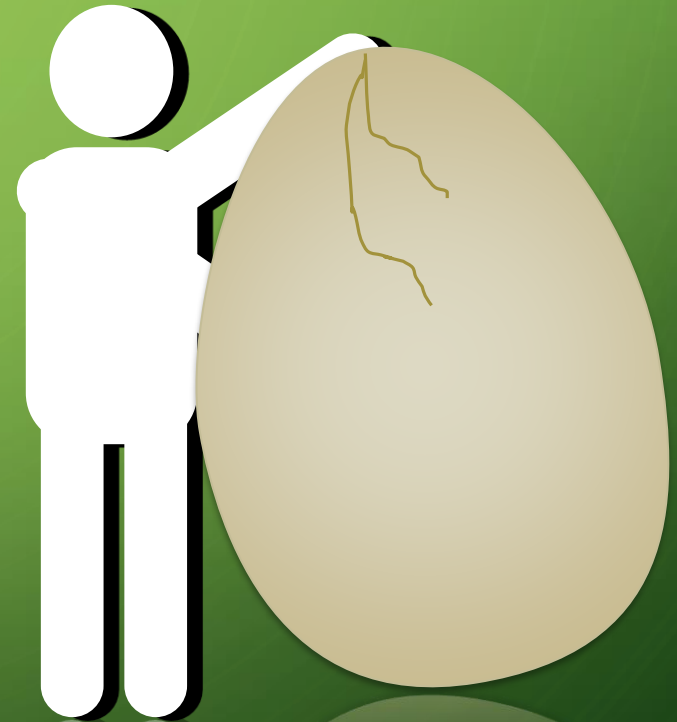
# the Weakness

Negative areas you need to improve on

Weaknesses are the factors which do not meet the standards we feel they should meet.

However, weaknesses are controllable.

They must be minimized and eliminated.







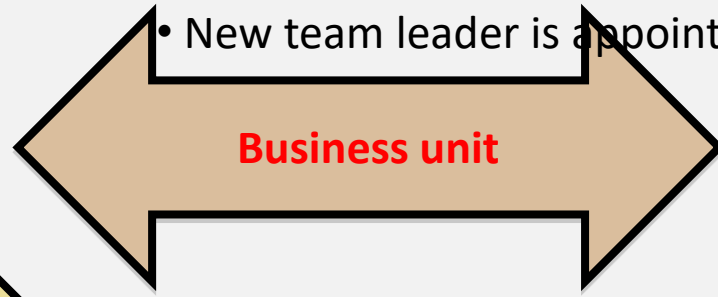
**Negative external conditions you can't control but can minimize.**

- There are threats we all face at our workplaces, but we need to know how to survive with them. While talking about 'threats', try to foresee the ones you may face at your prospective job.



# Who needs SWOT Analysis?

- When the team has not met its targets
- Customer service can be better
- Launching a new business unit to pursue a new business
- New team leader is appointed



- When supervisor has issues with work output
- Assigned to a new job
- New financial year – fresh targets
- Job holder seeks to improve performance on the job



- When you want to change job
- Self Improvement
- New opportunity

# BENEFITS OF SWOT ANALYSIS



- Performing a SWOT analysis will help accelerate your personal development
- And also understand your professional situation in detail.
- It allows you to make effective strategies to attain your career goals
- . A personal or individual SWOT analysis can also help you evaluate the feasibility of **your goals**, in relation to **your current stage of career** development.
- It also gives you a good idea of how you can present your **strengths** and **weaknesses** in a hiring situation.

## LIMITATION OF SWOT



- Can be very subjective. Two people rarely come up with the same final version of a SWOT. Use it as a guide and not as a prescription.
- To be effective, SWOT needs to be conducted regularly. The pace of change makes it difficult to anticipate developments
- It lacks detailed structure, so key elements may get missed

**Are You Ready**

**Know yourself,  
be yourself,**

**Thank you**

**trust yourself,  
love yourself.**