

CS-368

Software Re-Engineering

[B]

Group Assignment # 4:

SWOT analysis of GIFT UNIVERSITY

Group No. 1

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SWOT ANALYSIS

STRENGTHS

- Experienced Faculty
- Largest University In Gujranwala
- Resources
- Management
- Transport
- Different Scholarships

WEAKNESSES

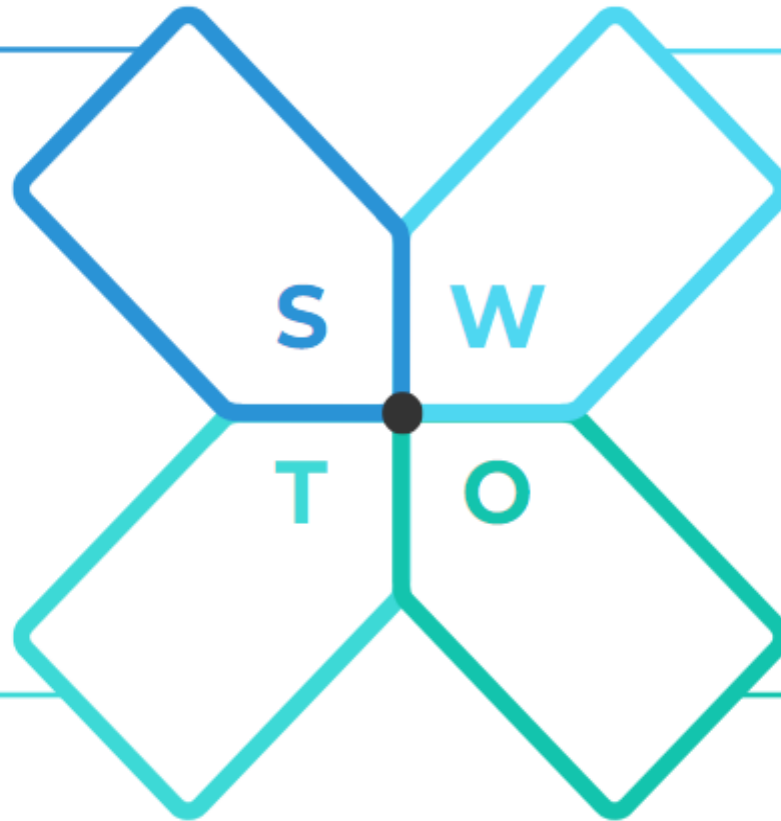
- University Area
- Cafeteria
- Limited Number of Degree Programs
- High Fees
- University Ranking

THREATS

- HEC Guidelines
- Evolving Competition
- Outsourced Services
- Visiting Faculty Members

OPPORTUNITIES

- Increase University Area
- Decrease Program Fees
- Introduce New Degree Programs
- Improve University Ranking



STRENGTHS:

1. Faculty:

Gift University has a very experienced and educative faculty, especially in the computer science and business field. They focus on creating a positive learning environment, academic advising, and counseling the students. Gift University has supportive faculty, which is its key strength that attracts the students.

2. Largest University in Gujranwala:

Gift university is the largest university in Gujranwala District. It has more than 50 Degree Programs and 8000+ Students which makes it the largest in its competition. Also, there are only a few universities as Punjab University, Rachna University, and the University of Sialkot (Gujranwala Campus) in the Gujranwala district, and Gift is the largest w.r.t student strength in this district.

3. Resources:

Gift university is a private sector university and its education standards are higher than other universities. One of the key reasons for this is that Gift University has more Resources than other its competitors. It has 10+ computer labs, 3 media labs, 1 art lab library, and a discussion room as well. Also, the environment of classrooms is very modern. Every classroom has ACs and projector which make the environment comfortable so that students can study there.

4. Transport:

Gift university comes up with the best transport facility for its students as it provides 2 shifts in the morning as well as in the evening so that the students can come according to their lectures and by this time will also be saved. It has more than 20+ buses that provide quality and timely services to students. In busses, there is a facility of AC and heater so that students can travel easily.

5. Scholarship:

Gift university provides many scholarships including merit base, need base, earn while you learn, and Fatima Jinnah scholarship. These scholarships fascinate more students to come in gift university

WEAKNESSES

1. University Area:

Gift University has 8000+ students but the university area is not enough to accommodate the students. It is because there are only 30+ rooms for classes which makes it very hard to manage the time slots for each student and to monitor all the forbidden activities.

2. Cafeteria:

The cafeteria is one of the weaknesses which have to work on. With 8000+ students and only one cafeteria with hardly a seating capacity of 200+ students at the time of lunch, it is very hard to provide quality services to all the students, and also the time of students wasted due to waiting for their turn.

3. Limited Number of Programs:

Gift University is a W4 category university. It has 30+ BS programs, 15+ M.phil programs, and 3 Ph.D. programs. Gift University mainly focuses on social sciences and engineering but the university doesn't have medical programs due to which it may lose the number of admissions.

4. High Fees:

University Fees for all programs are very high that increasing their competition from the other universities. Especially fees of engineering programs are very high concerning its competition university.

OPPORTUNITIES

1. Increase University Area:

This is a very huge opportunity for universities. They extend their university area so they can accommodate more students and also introduce new programs as well. Because of the resource and area limitations, universities are bound to limit their business activities.

2. Reduce Programs fees:

In university programs fees are very high, Because of that many students do not consider Gift university a good option. So, it's a good opportunity to reduce the program fees so the universities can catch more students.

3. Introduce New programs:

Gift university mainly focuses on social sciences, engineering, and business degree programs. So, it is a great opportunity for universities to introduce new degree programs to have more students.

THREATS

1. HEC Guidelines:

Every University has to comply with HEC guidelines and these guidelines are changed frequently as the attenship. Some guidelines are not possible to achieve so because of them it is possible that universities have to restrict their actions.

2. Evolving competition:

Gujranwala is growing very fast. Many colleges are now offering BS programs and new universities are also opening in Gujranwala and they are providing these degrees at fewer fees which will decrease the number of students at Gift university.

3. Outsourced Services:

Cafe, event handling, and security are the services that are outsourced by gift university. Because these are outsourced and university management does not have such complete control over them So this is a threat because they are not their core business so anything that happened on the vendor side may affect the university.

4. Visiting Teachers:

Visiting Faculty members are also a threat to the university. They may leave university midway in the semester and management has to reconsider the whole semester plan because of that or even have to drop the course which affects the whole degree road map.

THE END
