

Statement of participation

Nicanor Gomez

has completed the free course including any mandatory tests for:

Business communication: writing a SWOT analysis

This free 8-hour course explored how to write a SWOT analysis focusing on a case study on Brompton Bicycle.

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www.open.edu/openlearn

This statement does not imply the award of credit points nor the conferment of a University Qualification.
This statement confirms that this free course and all mandatory tests were passed by the learner.

Please go to the course on OpenLearn for full details:

<https://www.open.edu/openlearn/money-business/business-communication-writing-swot-analysis/content-section-0>

COURSE CODE: LB170_1

Business communication: writing a SWOT analysis

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Course summary

This free course, Business communication: writing a SWOT analysis, is designed to develop your writing skills for business. You will be taken step by step through the process of writing a SWOT analysis, with clear advice on selecting key information from a case study text, making concise notes, choosing an appropriate structure and using language effectively. You will learn how to write a formal report including recommendations, based on a case study analysis of the British company, Brompton Bicycle.

Learning outcomes

By completing this course, the learner should be able to:

- understand the SWOT framework
- use the SWOT framework to analyse a business case study or a workplace situation
- make concise, formal notes from a case study text
- use appropriate language and structuring to organise and write a SWOT analysis report for a business context.

Completed study

The learner has completed the following:

Section 1

What is a SWOT analysis?

Section 2

What is a case study?

Section 3

The SWOT framework

Section 4

Looking at a SWOT analysis report

Section 5

Understanding an assignment title

Section 6

Identifying strengths, weaknesses, opportunities and threats

Section 7

Filling in the SWOT table

Section 8

Structuring a paragraph

Section 9

Michael's SWOT analysis of Brompton Bicycle

Section 10

Conclusion