

Professional Grooming and Personality Development (303193252)

SWOT Analysis

Program Outcome (PO):

1. Develop critical and strategic thinking for decision-making.
2. Apply analytical tools to assess personal and professional growth.
3. Exhibit problem-solving and self-assessment skills through SWOT analysis.

Course Outcome (CO):

1. Understand the components of SWOT analysis.
2. Conduct SWOT analysis for self, career, or organization.
3. Use SWOT results to design action plans for improvement.
4. Relate SWOT outcomes to career and personal development.

Learning Objectives:

1. Define SWOT and its four components.
2. Explain the purpose of SWOT analysis.
3. Demonstrate how to perform SWOT analysis step by step.
4. Apply SWOT to real-life personal and professional contexts.

Learning Outcomes (LO):

- Identify Strengths, Weaknesses, Opportunities, and Threats.
- Conduct a structured SWOT analysis.
- Interpret findings for strategic decisions.
- Use SWOT as a lifelong self-assessment tool.

What is SWOT Analysis?

- Strengths: Internal positive qualities.
 - Weaknesses: Internal limitations.
 - Opportunities: External factors to explore.
 - Threats: External risks or challenges.
- SWOT helps in strategic planning, career assessment, and organizational analysis.

Purpose of SWOT Analysis:

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- To assess the current position of an individual or organization.
- To identify areas of improvement.
- To align strengths with opportunities.
- To manage risks and overcome weaknesses.

When SWOT is Required:

- Before starting a new project or job.
- During career or academic planning.
- While launching a product or business.
- For self-development and goal setting.
- During performance review or strategy update.

Steps to Conduct SWOT Analysis:

1. Identify internal Strengths and Weaknesses.
2. Identify external Opportunities and Threats.
3. Analyze the connections (e.g., how strengths can reduce threats).
4. Create an Action Plan for improvement and growth.
5. Review regularly and update based on changes.

Example – Personal SWOT Analysis (Student):

Strengths – Good communication, teamwork, leadership.

Weaknesses – Poor time management, procrastination.

Opportunities – Internship programs, skill workshops.

Threats – Competition, changing job trends.

Example – Organizational SWOT (Apple Inc.):

Strengths – Strong brand, loyal customer base.

Weaknesses – High product prices.

Opportunities – Growth in emerging markets.

Threats – Intense competition, imitation.

Example – Career Growth SWOT:

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Strengths – Technical knowledge, creativity.

Weaknesses – Lack of public speaking experience.

Opportunities – Networking, training sessions.

Threats – Automation, limited job openings.

Using SWOT Results:

- Develop personal development plans.
- Match strengths with external opportunities.
- Convert weaknesses into learning goals.
- Create proactive strategies to manage threats.

Assessment:

Formative Assessment:

- SWOT Worksheet activity (individual reflection).
- Peer discussion and feedback session.

Summative Assessment:

- Submission of personal SWOT report with action plan.

Engagement Strategies:

- Interactive Activity: Students create their own SWOT chart.
- Group Discussion: Compare SWOT analyses of different industries.
- Case Study: SWOT of a popular brand.
- Role Play: Using SWOT for career interviews.

References:

1. MindTools. (2024). SWOT Analysis – How to Develop a Strategy for Success.
2. Harvard Business Review – Using SWOT in Business Strategy.
3. Robbins, S.P., & Judge, T.A. (2022). Organizational Behavior.
4. Canva Education Templates – Visual SWOT Charts.

Video Links:

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1. SWOT Analysis Explained – <https://www.youtube.com/watch?v=GNXYI10Po6A>
2. Personal SWOT Analysis for Career Planning –
<https://www.youtube.com/watch?v=3Tv0A1K3w2E>
3. How to Use SWOT for Business Success –
<https://www.youtube.com/watch?v=0i6Yv0xDczA>
4. SWOT Analysis in Real Life – Case Studies –
<https://www.youtube.com/watch?v=yuw1Z5yD4G8>
5. Developing Self Awareness through SWOT –
<https://www.youtube.com/watch?v=KMEeXhHjbdE>