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**What is SWOT Analysis?**

SWOT (strengths, weaknesses, opportunities, and threats) analysis is a framework used to evaluate an Organization's competitive position and to develop strategic planning. SWOT analysis assesses internal and external factors, as well as current and future potential.

A SWOT analysis is designed to facilitate a realistic, fact-based, data-driven look at the strengths and weaknesses of an organization, initiatives, or within its industry. The organization needs to keep the analysis accurate by avoiding pre-conceived beliefs or gray areas and instead focusing on real-life contexts. Companies should use it as a guide and not necessarily as a prescription.

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| **Strengths**  Strengths describe what an organization excels at and what [separates it from the competition](https://www.investopedia.com/terms/c/competitive_advantage.asp): a strong brand, loyal customer base, a strong balance sheet, unique technology, and so on. | **Weaknesses**  Weaknesses stop an organization from performing at its optimum level. They are areas where the business needs to improve to remain competitive: a weak brand, higher-than-average turnover, high levels of debt, an inadequate supply chain, or lack of capital. |
| **Opportunities** Opportunities refer to favorable external factors that could give an organization a competitive advantage. For example, if a country cuts tariffs, a car manufacturer can export its cars into a new market, increasing sales and market share. | **Threats** Threatsrefer to factors that have the potential to harm an organization. For example, a drought is a threat to a wheat-producing company, as it may destroy or reduce the crop yield. Other common threats include things like rising costs for materials, increasing competition, tight labor supply. And so on. |

# **SWOT Analysis of GIFT University:**

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| **Strengths**   * Provides curricular and co-curricular activities * Civic engagement knowledge * Research oriented environment * Recreational activities * Friendly and safe environment * Impact on educational, economical, and cultural aspects * Attractive buildings and grounds * Enrollment in undergraduate and graduate programs * Effective and supportive teaching and learning environment * Workforce is stable and talented * Positive reputation * Diversity of disciplines * Interaction between faculty and students * Strong sense of community * Provoking loyalty to institution * Economically sound and well managed institution | **Weaknesses**   * Lacks of good governance, check and balance * Lack of space * Most students have limited time for study * Inconsistent academic structure and outdated curriculum * Higher tuition fee * Faculty limited commitments * Services are not adequate * Inadequate resources for recruitment * Directionless research development * Misuse of facilities * Implementation of plans |
| **Opportunities**   * Opportunities to study abroad * Natural environment * Partnerships with local employers * Focus on excellence * Experience using the best practices * Collaborative approaches * Multimedia technology * Multimedia affects teaching and learning. * Technology meets educational needs of students. * Increase student enrollments * Interdisciplinary and integrated learning. * Solving crisis and disasters. * Systematic performance assessment * Raising admission standards * Enrollment of internationalstudents | **Threats**   * Increasing tuition fee and less pay * Declining financial support * K-12 students less prepared for university education * Rapidly changing educational environment * Growth of unfairly mandates * Loss of public support * Decreasing ability to compete and retain top faculty * On-line academic system * Declining number of college graduate students * Politics * Incompetent and outdated management * Rapid expansion of private universities * Brain Drain |

**Conclusion**

The present study was conducted to have a clear picture of the SWOT analysis regarding the institutional environments of university. The sample of the study was teachers and students of the GIFT University. It is concluded that teachers were strongly agree about strengths of GIFT University. Teachers and students said, faculty members may show their commitments with task and duties, and should avoid from politics. Students claimed there is lack of financial support and services are not enough. Politics is contagious disease and increasing day by day in university teachers and students. Both teachers and students accepted that university has natural environment, focuses on excellence, and introduced multimedia technology for teaching and learning. International students are willing to be a part of GIFT University. It is concluded that there was significant difference in their perceptions between teachers and students about strengths, and opportunities of university. But there was no significant difference in perceptions of teachers and students about institutional weaknesses and threats.