

Lecture Reflection: L17

Course: IT Project Management (BIT)

Date: Thursday – 27/11/2025

Topic: Blended: SWOT Analysis

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This session further explored how SWOT analysis functions as a critical tool for strategic decision-making.

I learned how internal and external factors must be balanced when planning a project's strategic direction.

Using SWOT correctly allows a manager to use strengths and opportunities while mitigating weaknesses and threats.