

Lecture Reflection: L16

Course: IT Project Management (BIT)

Date: Tuesday – 25/11/2025

Topic: Introduction to SWOT Analysis

Instructor: Dr. Ahmad Kheraisat

Student: Dareen Qutishat (0221733)

This lecture introduced SWOT analysis as a strategic tool for evaluating projects and organizations

learned that strengths and weaknesses represent internal factors, while opportunities and threats represent external factors.

Structured SWOT analysis supports better planning by providing a clear overview of the current situation.