

## Statement of participation

# Ricardo Freire

has completed the free course including any mandatory tests for:

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### **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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**Issue date:** 16 August 2019



**[www.open.edu/openlearn](https://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

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

### 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