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Assignment:

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Topic:

SWOT Analysis

Course:

CS-368A-Software Re-Engineering

Strength:

1	University's people and their shared focus on student success.
2	University's diverse and vibrant student body and campus community.
3	Gift University have strong and established partnerships within our community.
4	In Gift University wide range of academic programs, many with national license.
5	Gift University students that defines our shared educational values.
6	In Gift University we have advance tools and technology which is its strength.
7	Gift University management team is expert in solving the university problem.

Weakness:

1	University has organizational silos that make us slow to respond to internal needs and external opportunities.
2	In University lower than expected student success outcomes, including student learning, retention and completion.
3	Gift University always late functions and other activities according to schedule.
4	In Gift University Insufficient resources for facilities, equipment's and recruitment and maintenance of quality staff.
5	Gift University have lack of a brand and strategic marketing and communications strategy.
6	Gift University is not famous due to relatively new in the region.
7	Gift University has less premises area as compare to other universities.

Threats:

1	Gift University has regional and online competition for students.
2	In Gift University higher education's current role in society is less valued while expectations are rising.
3	Gift University stagnant state investment in higher education.
4	In Gift University decreased family buying power and high rate of neglected financial need.
5	Gift University just focus on quantity as compare to quality.

Opportunities:

1	Gift University growing public interest in educational value and transparent pricing.
2	Gift University growing nontraditional market, including baccalaureate completion in the City.
3	Gift University growing partnerships and engagement opportunities within our communities.
4	Gift University location on the main city and everyone easily reached.
5	Gift University launch new construction projects in our university.