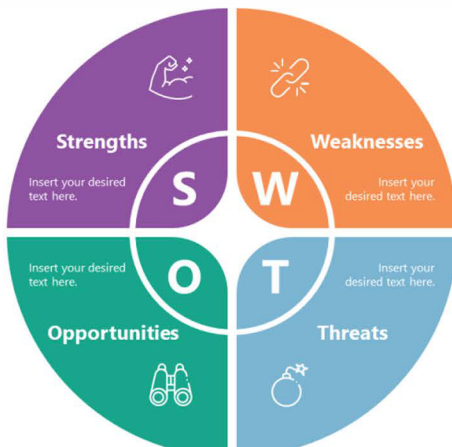


# Personal SWOT



**CHRIST**  
COLLEGE (AUTONOMOUS)  
IRINJALAKUDA, KERALA  
Recognized by NAAC with 'A' grade

**COURSE CODE**

**NAME OF THE COURSE**

CVAC019

**PERSONAL SWOT ANALYSIS**

**OFFERED BY**

History

**ABOUT COLLEGE**

Christ College (Autonomous), Irinjalakuda established in the year 1956 by CMI fathers has always been a place where young generations are moulded towards a bright future. College has excellent infrastructure, with state of the art laboratories, seminar rooms and lecture halls. The campus is Wi-Fi enabled. Presently College is home for 4500+ students, 200 teaching staff and 45 supporting staff. The strength of the College lies in its hardworking and tech savvy teachers who are eager to involve in all matters of students. The lush green campus with gardens and open gym is moving towards the next phase on education both offline and online.

**COURSE COORDINATOR**

Ms. Jincy S.R  
History

**LEARNING OUTCOMES**

- Enable students to identify their SWOT
- Help the students to work on the limitations
- Enable students to build the Strengths and opportunities through practical sessions

**COURSE MODULE**

- Module I: Introduction to SWOT analysis
- Module II: Personal SWOT analysis
- Module III: Plan and Build Personal SWOT

## SYLLABUS

### Module-1- Introduction to SWOT analysis

What is SWOT?- History- Meaning- Definition- Aims and objectives- significance- Benefits- Benefits on personal and professional levels- Factors influencing- theories and methods of analysis

### Module-2- Personal SWOT analysis

Aim and objectives –Importance of personal SWOT- How to analyse?- Steps and methods- analysis Matrix- Identify and List -Strength- Review Weakness- Define Opportunities- Threats or challenges- Practical session on listing the SWOT- Prepare your SWOT- Presentation of analysis report

### Module- 3 - Plan and Build Personal SWOT

Converting weakness into strengths- How to Grow the skills- Strategies and measures to be taken- Write an action plan- Class room discussion/ practical session- organizing career planning based on analysis-Prepare a career plan- listing career opportunities- attending training session

### References:

Lawrence G. Fine, The Swot Analysis, Createspace Independent (Pub.), 2009.

Beth Bertelsen, Everything you need to know about SWOT analysis, BrainMass Inc. (pub.), 2012.

Paul Newton and Helen Bristoll, SWOT Analysis.

Jim Porter, How to perform your own SWOT analysis, 2011

Alan Sarsby, SWOT Analysis, A Guide to SWOT for business studies students, Spectaris Ltd. (pub.), 2016.

Personal SWOT Analysis: Business skills for starting and running a business for entrepreneurs and business owners, Small business Media (pub.) 2020.