

CERTIFICATE COURSE IN PERSONAL SWOT ANALYSIS

SYLLABUS

DEPARTMENT: DEPARTMENT OF HISTORY

NAME OF COURSE: CERTIFICATE COURSE IN PERSONAL SWOT ANALYSIS

COURSE CODE: CVAC019

TOTAL HOURS: 30

UNIT-I Introduction to SWOT analysis (10 HOURS)

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

UNIT- II Personal SWOT analysis (10 HOURS)

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

UNIT -III Plan and Build Personal SWOT (10 HOURS)

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.