



RUKMINI DEVI
Institute of Advanced Studies

Approved by AICTE, HRD Ministry, Affiliated to G.G.S. I.P. University, Delhi

- NAAC Accredited, 'A' Grade
- Category 'A+' Institute
- High Grading 81.7% by Joint Assessment Committee of GGSIPU & DHE, Govt. of NCT of Delhi.
- Member of AMDISA, AIMA, CSI, DELNET



Self SWOT Analysis

Topic	Self SWOT Analysis conducted for students of BBA Semester III
Date of the Event	Nov 27, 2012
Aim of the activity	The aim of the activity was to help the students to channelize them towards their positive aspect and remove personality discrepancies
Description of the Event	<p>"Chance favors the prepared mind." - Louis Pasteur</p> <p>The SWOT Analysis tool can be used in identifying an individual's strengths (S) and weaknesses (W), and examining the opportunities (O) and threats (T) it is facing. The outcome from a SWOT Analysis enables individual to focus on strengths, minimize weaknesses, address threats, and take the greatest possible advantage of opportunities available.</p> <p>An individual is most likely to succeed in life if the use their talents to their fullest extent. Similarly, they'll suffer fewer problems if they know about weaknesses, and how to manage these weaknesses so that they don't matter in the work you do.</p> <p>Benefits of SWOT Analysis</p> <ul style="list-style-type: none"> • It will enable to improve your goal setting • It will help you to learn more about yourself and external environment • It will stimulate motivation to succeed • It will help to prepare your personal development plan • It will help to develop informal leader role and leadership skills, especially as they relate to creating the future of your choice. <p>All the students were given 10 minutes to describe their SWOT analysis and were given feedback on how to improve their weak areas, minimize threats and explore opportunities.</p>