

Analyze External/Internal Environment (11/24)

■ SWOT Analysis Example (Cont'd)

– SWOT Analysis of POSTECH

		<ul style="list-style-type: none"> Supporting of the foundation Brilliant students Staffs of superior ability High quality facilities for research POVIS system Hard-studying campus environment 	<ul style="list-style-type: none"> Hard to attract students and faculty Lack of Globalization Poor External Advertisement Small scale of Alumni Association Lack of Leadership
		Strengths	Weaknesses
<ul style="list-style-type: none"> Globalization and knowledge society Increasing expectation of high quality human resource Increasing attention to specialized graduate school (ex. Steel graduate course) 	Opportunities	<p>S-O strategies</p> <ul style="list-style-type: none"> Caring system for better human source 	<p>W-O strategies</p> <ul style="list-style-type: none"> Advertise POSTECH through external cooperation Produce high quality human resource through a select few education.
<ul style="list-style-type: none"> Increasing the number of students evading science and engineering department Competitive universities' advance. Increasing competition in receiving large-scale project. 	Threats	<p>S-T strategies</p> <ul style="list-style-type: none"> Advertise POSTECH by showing POSTECH has better research outcomes than other competitive universities Foundation of a branch school abroad 	<p>W-T strategies</p> <ul style="list-style-type: none"> Increasing the number of foreign exchange students Provide privilege to top notch students