

# The Impact of Swot Analysis as a Strategic Plan on Educational Institutions

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## ABSTRACT

Swot analysis is one of the most powerful tools to estimate the condition of an organization or a firm. Industrialists used to conduct SWOT analysis frequently to face challenges and helps to form a strategic plan. When it comes to educational institutes the business is dynamic. And swot analysis will help in various levels. In this current study author has emphasized the process, methodology and significance of SWOT analysis for specifically educational fields. The SWOT results and analysis of the outcomes of a university has been reported.

## 1. Introduction

A fruitful business is established on a progression of cool headed choices, so the manner in which you investigate circumstances and respond is basic. When attempting to evaluate the lay of the land, few instruments are more helpful than the SWOT investigation [1]. It remains for qualities, shortcomings, openings, and dangers; the SWOT investigation is an arranging procedure that enables your organization to beat challenges and figure out what new prompts seek after.

The essential goal of a SWOT examination is to enable associations to build up a full attention to every one of the components engaged with a choice.

"It is difficult to precisely delineate a private company's future without first assessing it from all edges, which incorporates a thorough take a gander at all interior and outer assets and dangers.

### At the point when would it be advisable for you to utilize SWOT?

You could utilize SWOT before you focus on any kind of organization activity, regardless of whether you're investigating new activities, patching up interior arrangements, thinking about chances to rotate, or adjusting an arrangement halfway through its execution. Once in a while it's shrewd to play out a general SWOT investigation just to keep an eye on the present scene in which your business gets itself [2]. Playing out a SWOT investigation is likewise an extraordinary method to enhance business activities.

"It enabled me to distinguish the key territories where my association was performing at an abnormal state, and additionally zones that required work. Some entrepreneurs wrongly think about these sorts of things casually, yet by setting aside the opportunity to assemble a formalized SWOT investigation, you can concoct approaches to all the more likely gain by your organization's qualities and enhance or take out shortcomings."

While the entrepreneur ought to absolutely be engaged with making a SWOT investigation, it could be significantly more supportive to incorporate other colleagues all the while.

## 2. The components of a SWOT investigation

A SWOT investigation centers around the four components containing the acronym, enabling organizations to recognize the powers affecting a procedure, activity or activity. Knowing these positive and negative components can help organizations all the more successfully impart what parts of an arrangement should be perceived.

When drafting a SWOT investigation, people commonly make a table split into four segments to list each affecting component one next to the other for examination [3]. Qualities and shortcomings won't normally coordinate recorded chances and dangers, however they should connect to some degree since they're integrated somehow [4]. Matching outer dangers with interior shortcomings can feature the most major issues looked by an organization.

"Once you've distinguished your dangers, you would then be able to choose whether it is most proper to dispense with the inward shortcoming by allotting organization assets to settle the issues, or lessen the outer risk by surrendering the undermined region of business and meeting it in the wake of reinforcing your business,".

### Interior elements

The initial two letters in the acronym, S (qualities) and W (shortcomings), allude to inside components, which implies the assets and experience promptly accessible to you. Cases of territories ordinarily thought about include:

- Budgetary assets (financing, wellsprings of wage, venture openings)
- Physical assets (area, offices, hardware)
- HR (workers, volunteers, target gatherings of people)
- Access to regular assets, trademarks, licenses and copyrights

- Current procedures (representative projects, office chains of command, programming frameworks)

**Outer variables**

Outer powers impact and influence each organization, association and person. Regardless of whether these variables are associated specifically or in a roundabout way to a chance or risk, it is imperative to observe and record every one. Outside components ordinarily reference things you or your organization don't control, for example:

- Market patterns (new items and innovation, moves in group of onlookers needs)
- Monetary patterns (nearby, national and universal money related patterns)
- Financing (gifts, lawmaking body and different sources)
- Socioeconomics
- Associations with providers and accomplices
- Political, natural and monetary controls

When you round out your SWOT examination, you should think of a few proposals and techniques in light of the outcomes [5]. These techniques ought to be centered around utilizing qualities and chances to conquer shortcomings and dangers.

"This is really the territory of technique advancement where associations have a chance to be most imaginative and where creative thoughts can develop, however just if the examination has been properly arranged in any case.

**3. Methodology**

**SWOT analysis template**

Bryan Weaver, a partner at Scholefield Construction Law, was heavily involved in creating a SWOT analysis for his firm [6]. He provided Business News Daily with a sample SWOT analysis template used in the firm's decision to expand its practice to include dispute mediation services as shown in Table 1.

**Resulting strategy:**

Take mediation courses to eliminate weaknesses and launch Scholefield Mediation, which uses name recognition with the law firm, and highlights that the firm's construction and construction law experience makes it different [7].

"Our SWOT analysis forced us to methodically and objectively look at what we had to work with and what the marketplace was offering.

**Table 1. SWOT analysis matrix for a firm**

<p style="text-align: center;"><b>STRENGTHS</b></p> <ul style="list-style-type: none"> <li>• Construction law firm with staff members who are trained in both law and professional engineering/general contracting. Their experience gives a unique advantage.</li> <li>• Small (three employees) – can change and adapt quickly</li> </ul>	<p style="text-align: center;"><b>WEAKNESSES</b></p> <ul style="list-style-type: none"> <li>• No one has been a mediator before or been through any formal mediation training programs.</li> <li>• One staff member has been a part of mediations but not as a neutral party.</li> </ul>
<p style="text-align: center;"><b>OPPORTUNITIES</b></p> <ul style="list-style-type: none"> <li>• Most commercial construction contracts require mediation. Despite hundreds of mediators in the marketplace, only a few have actual construction experience.</li> <li>• For smaller disputes, mediators don't work as a team, only as individuals; Scholefield staff can offer anyone the advantage of a group of neutrals to evaluate a dispute</li> </ul>	<p style="text-align: center;"><b>THREATS</b></p> <ul style="list-style-type: none"> <li>• Anyone can become a mediator, so other construction law firms could open up their own mediation service as well.</li> <li>• Most potential clients have a negative impression of mediation, because they feel mediators don't understand or care to understand the problem, and rush to resolve it.</li> </ul>

**SWOT options and assets**

The SWOT investigation is a straightforward, though far reaching methodology for recognizing not just the shortcomings and dangers of an arrangement yet additionally the qualities and openings it makes conceivable. Be that as it may, a SWOT investigation is only one apparatus in the procedure tool kit [8]. Extra explanatory apparatuses to consider incorporate PEST (political, monetary, social and innovative), MOST (mission, target, methodologies and strategies) and SCRS (methodology, current state, necessities and arrangement) examinations.

SWOT can likewise incite organizations to look at and execute procedures in a more adjusted, inside and out way.

**Directing the SWOT Analysis**

Preferably, in a gathering or workshop, conceptualize every class and catch the qualities, shortcomings, openings, and dangers relevant to the circumstance, setting, procedure or undertaking [9]. Mean to just incorporate key focuses and ensure these are sponsored up with confirm — yet don't be excessively unbending.

Likewise, don't invest excessively energy catching this data and don't over break down. Likewise with all conceptualizing practices the point is to catch thoughts appropriate to the present business situation. Finally, feature the most imperative issues and after that rank them arranged by significance before utilizing our SWOT examination case as an agenda for your own SWOT appeared in table 2.

**Building up a Strategic Plan**

The following phase of the examination is to take the most noteworthy positioning strengths, weaknesses, openings and dangers and answer the accompanying inquiries:

- How do you utilize your qualities to exploit openings?
- How do you conquer shortcomings keeping you from exploiting openings?

- How can your qualities decrease the likelihood of dangers?
- What would you be able to do about your shortcomings to make the dangers more outlandish?

As you answer these inquiries you will start to comprehend the outer powers you fight with and how to handle them. Utilize your comprehension of the suggestions to build up an arrangement of activity.

**Table 2. Checklist of Possible SWOT Factors — SWOT Analysis Example**

Internal Factors	
Strengths	Weaknesses
<ul style="list-style-type: none"> <li>• Leadership and management skills</li> <li>• Core competences</li> <li>• Resources</li> <li>• Reputation</li> <li>• Product or service quality</li> <li>• Market position</li> <li>• Capacity</li> </ul>	<ul style="list-style-type: none"> <li>• Lack leadership and management skills</li> <li>• Key skills gaps</li> <li>• Weak finances</li> <li>• Low quality and reputation</li> <li>• Products or services not differentiated</li> </ul>
External Factors	
Opportunities	Threats
<ul style="list-style-type: none"> <li>• Economic growth</li> <li>• New products or services</li> <li>• Weak competitors</li> <li>• Demographic change</li> <li>• Change in political and economic environment</li> <li>• Market growth</li> <li>• Global influences</li> <li>• New technology developments</li> </ul>	<ul style="list-style-type: none"> <li>• Economic downturn</li> <li>• New market entrants</li> <li>• Increased competition</li> <li>• Slow growth</li> <li>• Change in political and economic environment</li> <li>• Technological threat</li> <li>• Global warming/ weather</li> <li>• Demographic change</li> </ul>

**4. Results**

**SWOT measurements for Educational Institute**

**STRENGTHS**

- A huge activity towards accomplishing quality was taken by UGC through the foundation of NAAC and NBA by AICTE. Indians have turned into the most extravagant and the most gifted ethnic network in abroad by the ideals of the most elevated instruction and HR.
- Advanced education is profoundly sponsored and, in this manner it is open to the poorest of poor people.
- It is value and availabilities guideline has empowered a considerable lot of the monetarily poor to gain advanced education. Advanced education has demonstrated as an instrument of social change.

It has coordinated us all inclusive by the ideals of English as a medium of guideline. Universally focused. A few establishments of magnificence gained Deemed Universities and Autonomy status. Indian colleges are setting-up seaward

grounds in abroad. Some Central Universities, for example, IITs, IIMs, TATA and IISC and the research facilities of CSIR are considered as Centers of brilliance with worldwide measures and are likewise perceived universally.

**Establishment Strengths:**

- Abnormal state of inspiration to actualize scholastic and examination changes at the level of personnel and administration.
- College has been accredited since 2002 and re-accredited by NACC for every one of its projects running in the grounds and constituent universities with B review from December, 2009.
- Grounds has a system of inside correspondence through a devoted phone trade with DID (Direct Inward Dialing) office .
- Grounds has a committed optical fiber based PC organize wired for 1028 I O focuses which is as a rule additionally reached out for inns with a Wi-Fi arrange under NMEICT program.
- College has begun actualizing electronic peruser administrations and online inventory office in the H.P.

College Library for which committed PC organize inside the Library with access crosswise over offices has been given. This is being done through SOUL programming of infibnet.

- College likewise during the time spent accepting financing from UGC Infilbnet for digitization of books, theory and so on and a MOU has just been marked for this reason.
- All divisions, to produce inner assets, make them fund seats. Some portion of these raised support through these seats are accessible to the Departments to update their infrastructural offices such as computational needs, raising of seminar halls, repair of instruments, purchase of equipment's to help appoint guest faculty, contract faculty and human resource such as technicians etc.
- University has a well-made vision document with a strategic Plan in Place . This document has been made after wider discussions, brain storming sessions, seminars on quality assurance with invited inputs from faculty, students and stake holders. Vision document has identified implementable time line in the form of PERT Chart. It is a comprehensive strategic plan document of the University.
- University has well drafted student charter showing the commitment of the University towards transparency, good practices and empathy towards the students and other stake holders.
- University has floated twenty three clubs/societies for providing linkage of the Departments/Institutes with communities within the campus and outside the campus.
- H.P. University has an active Internal Quality Assurance Cell, which has acted in the last 2 years as a think tank for identifying academic, governance, equity and access initiatives.
- University has a dedicated Computer Centre for the Examination Wing, which has developed inhouse software for pre and post examination processes.
- University has a website which is regularly updated and has dedicated web applications for on-line services for students(e-examinations form, down loadable pdf forms, down loadable courses of study etc.) and is turning out to be boon for the stake holders internationally.
- IQAC acts as think tank of the University's new academic and governance initiatives and has many success stories in the last 3 years.
- IQAC has focused on systematic and scientific interventions.
- IQAC has adopted participatory approach through working groups, seminars, lectures, e forms etc.
- IQAC conducts e-survey.
- IQAC alive to quality assurance needs.
- IQAC use IT Tools, brochures, calendars, cards to keep stake holders aware about quality issues.
- IQAC regularly hold meetings as per UGC & NAAC requirements.
- IQAC maintains records that are accreditation ready records.

## WEAKNESSES

No provision of academic audit in Universities and Colleges. Lack of quest for quality in majority of institutions. Academic heads in majority of Universities, Colleges at the faculty level are elected by majority, not selected on merit. Decision making in universities is highly centralized. Complicated office procedures and administrative staff are not professionally trained. Students are not involved as partners in decision-making process. Multiple apex agencies like UGC, AICTE, NAAC, NBA, etc. are often over lapping functions. Autonomy of universities and institutions has not correspondingly increased the accountability. Lack of equality of educational opportunities. Uniform fee structure, irrespective of economic status and affordability of students. Multiple entrance tests for similar courses burdening students. No student assessment/feedback. No campus recruitment as well as part time job likes foreign universities in higher education.

- Location of the University in a hilly terrain also is a severe constraining factor for the expansion of University horizontally.
- Absence of reliable air connectivity inhibits University-Industry interaction.
- Absence of timely implementation of approved projects because of out dated rules and regulations and red tapism at the finance end has resulted in delays leading to surrendering of funds.
- Budgetary allocations are not increasing with rising cost of needed resources for various courses where new technologies and practices are changing at a fast pace.
- Assets for reinforcing assets have dwindled with respect to University.
- Residency position of only 2 years for chairpersons of offices is too little to make any powerful strides.
- Culture of arrangement of staff had practical experience in a specific region of research is dissipating with no arrangement set up to support improvement in specialty territories and to create labor which is employable.
- Graduated class affiliation is dormant with low stream of altruistic/unwarranted awards.
- No assets are accessible for repair and upkeep of types of gear in normal spending plan.
- Care staff accessible in the Departments isn't sufficiently prepared and University thinks that its hard to put them on elective employments including same money related remuneration.
- Poor work culture and non-expectation of convenient activity is prompting pending of tasks and disappointment at the level of partners.
- Non-encouraging wings are additionally running at much lower authorized qualities and administration is at a low pace to effectsly affect the working of the regulatory wings.
- A portion of the Departments even after over 40 long periods of the foundation of the University are working from transitory sheds.

- College does not stick to spending allotments prompting further weakening in nature of administrations.
- Sterile conditions are horrendous, toilets are in deterioration, a region of worry for open to learning condition.
- In a few offices just type of offices is there without usefulness.
- Late assertion of results impacts inadequately on believability of the University working and assembles negative announcing in media.
- Graduated class assets should be tapped as an open door for creating gifts and so on through their enthusiastic bond with the Alma Mater and for raising committed offices giving them perceivability on the grounds.
- Transformation of all IQAC forms web empowered for getting on-line information and input.
- Contribution of outside organizations to performs SWOT to get target evaluation of value affirmation before going towards next reaccreditation process.
- Lead mindfulness programs as workshops, courses and gathering dialogs about execution of value needs

## OPENINGS

Self-sufficiency to be given simply after NAAC's accreditation and higher rating for it. UGC/AICTE evaluation master panels might be clubbed with NAAC/NBA's evaluation and accreditation peer terms in the territories of likeness. Acts, statutes and controls of the UGC. AICTE and the colleges are in congruity with each other and take after a comparative example. The level of NET/SLET examination aftereffects of a University might be taken as the one of the key parameters of execution of a University/Institution. Gains in the data innovation are to be taken to advantage instruction segment. Adaptability can be took into account understudies in choices of educational modules.

Evacuation of barricades in opening of instructive organizations as done in the divisions of exchange, industry and business. Zenith organizations like UGC, AICTE need to seek after the duty of setting up and observing the scholarly gauges. Private Universities might be permitted to be set up and their capacities must be observed and encouraged by the govt. offices. Interface to be made between college society, college neighborhood network and college industry. Colleges required to respond at pace with the worldwide changes in different segments. Understudies are should have been dealt with as customers and the Universities need to work more towards fulfillment of the changing needs and aspiration of the understudies. Graduated class affiliations are to be framed. They can be tapped for mastery and enrichments. Most recent innovations like web training, web, video gathering is to be completely used. Instruction to be coordinated with different segments, for example, medicinal services, neediness easing, foundation advancement and so forth to make training a key component of national improvement action. Instructive progression alongside national and state level targets can be set-up in advanced education as in the zones of Agriculture, Commerce, Economy, and Industry. Such targets are accessible in essential training moreover.

Vision report of the Himachal Pradesh University has furnished a total outline of chances with an activity plan. In any case, amid SWOT following open doors were featured:

- Greatest open door is to bring full e-administration at all levels of University working.
- Interest in e-learning and beginning of Massive Online Open Course (MOOC's) is an open door sitting tight to be tackled for quality instruction and to produce assets especially through separation training mode.

## DANGERS

Proficient instruction to a critical degree is marketed notwithstanding the intercession of the administration. Larger part of the understudies are examining customary courses out of impulse and absence of option yet without an enthusiasm to seek after them truly.

Craftsmanship instruction and science streams have turned out to be imperiled and scarcely couple of takers are there for them. A few courses are run only for purpose of survival of those offices and to maintain the occupations of instructors. Absence of scholarly review component makes it less conceivable to give budgetary help based on scholastic quality and yield rather than numerical parameters. State government, which has bigger part, has taken deficient care of enhancing the nature of instruction. No sincere exertion for refreshing the educational modules advancement.

- A large portion of the doctoral scientist don't add to learning however just make extra information. Quantitative development of advanced education.
- Nonattendance of checking, responsibility and duty.
- Lazy way to deal with computerization with no far reaching MIS and committed labor at the University level.
- Lack of engagement/absence of inspiration among the non-educating workers.
- Decreasing labor for primary key wings of University, for example, examination wing, bolster staff in offices and specialized labor.
- Passage of Private Universities with better framework prompting extraordinary rivalry infringing upon the catchment territory of understudies generally having a place with Himachal Pradesh University.
- Lack of engagement of the civil servants/legislators towards higher instructive foundations.
- Appeased scholastic practices in private Universities putting Public Universities to burden. • Universities convey negative open discernment.
- Greatest danger is negative mentality and lack of concern in scholarly and managerial administration at levels with a does not make a difference attitude.
- An excess of individual ward framework, absence of systematization of administration.
- College experiences Institutional memory misfortune.

- Lack of concern towards the necessities of IQAC to have a lasting e-handled imperative information of the different units of the University every once in a while.

## 5. Discussion

The SWOT analysis is about capitalising your strengths, overcoming weaknesses, exploiting opportunities, and countering threats of the studied institutions. Moreover, it is about identifying the most important issues, setting priorities, appraising the options, and taking action. This should all be done in the context of the organisation, project or situation *and* customer. The output of the SWOT analysis is not simply a matrix or grid but rather a concise report containing clear goals and activities that should be communicated to your stakeholders.

Research methods can be classified in different ways, the most common distinction is between the quantitative and the qualitative approaches. Quantitative approaches were originally used while studying natural sciences like: laboratory experiments, survey methods and numerical methods. A qualitative study is used when the researcher wants to get a deeper understanding on a specific topic or situation. The qualitative approach was developed in social sciences in order to support the researcher in studies including cultural and social phenomena. Sources included in the qualitative approach are interviews, questionnaires, observations, documents and the researcher's impression and reactions. The chosen approach is qualitative. This study typically takes the form of study of secondary data available on education system. To understand and conclude the emergence of innovative tools and techniques in online and distance learning, we have gone through a number of reports and papers. This has the advantages of providing very rich information and avoiding the influence of others on the opinion of any one individual.

## 6. Conclusions

Once in a while it's troublesome for Institution supervisors to discover all that could possibly be needed qualities since we

are largely exceptionally incredulous of our business. In any case, each Institution shows improvement over their rivals. To find your genuine qualities that are far superior than your rivals, ask your understudies for what good reason they need to participate in your Organization. It's generally simple to list things wrong inside a foundation, however most won't be shortcomings on the grounds that their effect on execution will be negligible. Be practical of the territories you are weakest and the venture required to beat the commercial center. Likewise with your qualities, it's your understudies input that will reveal to you the regions you have to enhance to keep or win their custom.

Most dangers originate from government strategy, monetary change or simplicity of section into another market. You can extremely just impact these variables yet recognizing what could affect your benefits is fundamental. Outside powers can fundamentally change a business establishment, on the off chance that they're not prepared for the disturbance. Set up a SWOT for both your association and your closest rival. This investigation will give genuine knowledge into who you identify with inside your establishment. Set up the inward examination based in respect to your rivals. On the off chance that three foundations have a similar quality, at that point it is anything but a quality inside the general commercial center. When this investigation is finished, you ought to create activities designs concentrating on the four components that are most basic to your long haul business achievement. The finish of the SWOT Analysis is a compact articulation of the present Situation looked by the association - the Strengths and Weaknesses of the association and Opportunities and Threats looked from outside the association. In any case, this isn't generally an "end" however the start of the diligent work - deciding conceivable systems that are bolstered by the SWOT Analysis and Competencies and Resources that are set up (or attainable once designs are set up). Further, the SWOT is never completely "completed" since new disclosures are continually coming up and there is frequently some emphasis between course setting and the requirement for extra understanding.

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