



<b>Event:</b>	Seminar
<b>Program:</b>	BBA 2 <sup>nd</sup> Semester
<b>Topic:</b>	“Swot Analysis (tool self assessment)”
<b>Resource Person:</b>	Mr. Vikram Gehlot
<b>Designation:</b>	Sr. Manager - Academic Coordinator
<b>Date:</b>	10 <sup>th</sup> April, 2015
<b>Time:</b>	11:30- AM - 12:30 PM
<b>Venue:</b>	Room No 301, UG Building, TIAS
<b>Convener:</b>	Ms. Priyanka Setia (Incharge – Training and Placements)

A **SWOT Matrix** is a framework for assessing analyzing ones strengths, weaknesses, opportunities and threats that are present for you. A SWOT analysis can be carried out for a product, place, industry or person. By focusing on ones strengths, and minimizing the impact of ones weakness, one can take the greatest possible advantage of opportunities available, while averting the threats that otherwise may go unnoticed. SWOT is a powerful tool for assessment, analysis and as a first step to improvement for organizations and teams as well as individuals.

Identification of SWOTs is important because they can inform later steps in planning to achieve the objective.

### **Objectives of the Seminar:**

- To provide them the platform for analyzing ones strengths, weakness, opportunities and threats
- To deliver adequate knowledge to the students about the interviews and the frequently asked questions during the interview
- It provides powerful tool for assessment
- Helps to identify the right path as it is the first step to improvement for organizations and teams as well as individuals

### **Speaker's brief Profile:** Mr. Vikram Gehlot

Mr. Vikram Gehlot Sr Manager - Academic Coordinator Roots Education Cannaught Place. He is Maths (Hons) from Hansraj College & MBA from IIM Calcutta. He is working in an education industry from past 11 years



## Report:

The session was organized for BBA 2<sup>nd</sup> Semester students on 10<sup>th</sup> April, 2015 on the Topic “**Swot Analysis (tool self assessment)**”. Mr. Vikram Gehlot(Sr Manager - Academic Coordinator) Roots education is working towards the enhancement of analyzing ones strengths, weakness opportunities and threats though SWOT Analysis . In this regard the faculty briefed the students to identify the right path as it is the first step of improvement for the organization, team and individuals. He also gave the mini swot analysis test to the students on which they will assess themselves on how good they think they are on a scale of 1 (poor) to 4 (Excellent) in the skill/areas such as: English, Maths, Reasoning, Communication. In the last there was Question & Answer session in which students’ ardently contribute in swot analysis. One hour session was well received by students in term of content, understanding Swot analysis as a tool for self assessment

## Learning Outcome:

- Deep knowledge of Swot Analysis (Self assessment tool)
- Understanding of Swot analysis skills
- Confidence level was increased
- Provided the platform for analyzing the right path



## Swot Analysis Session



**Delegate from Roots education briefing students regarding Swot Parameters**



**Question & Answer Session**