



# Modern Teaching Learning Process & Personal SWOT Analysis

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## **ABSTRACT**

*SWOT analysis is a tool that can provide prompts to the governors, management teachers and staff involved in the analysis of what is effective and less effective in the schools systems and procedures. Often used in preparation for a plan of some form (that could be an audit, assessments, quality checks etc.). By using SWOT analysis in teaching learning process, we can analyze and identify the positive and negative internal (strength and weakness) and external (opportunities and threats) factors relevant to a situation to achieve our objectives or purpose. For the overall study of a teacher's career skills as well as holistic progress of the learners, SWOT analysis can be used as a handy tool to analyse ourselves more structurally if planned, prepared and practiced well by pedagogically strong and skilled professionals, analysts and teachers and even learners. The Present paper attempts to highlight the use of SWOT analysis in modern teaching learning process and its applicability and utility in overcoming various issues and challenges faced by the teachers and administrators. SWOT analysis can be carried on in an institution, place, person, project, or plan. Therefore, we remain inferior to our counterparts and those to whom we are culpable. Thus, this analysis can be extremely constructive not only for teachers but also for students as SWOT offers conducive baseline information for a group of people/learners or institutions that want a vision for their future or analyse a problem.*

**Key words:** *Analysis, Institutions, Learning, SWOT, Teaching.*

## **1. INTRODUCTION**

Primarily used by organizations, SWOT is an analysis tool that is used for planning and problem solving. A SWOT analysis (alternatively SWOT matrix) is a structured planning method used to evaluate the strengths, weaknesses, opportunities and threats involved in a project. The acronym SWOT stands for strength, weakness, opportunities and threats. By using SWOT analysis in teaching learning process, we can analyze and identify the positive and negative internal (strength and weakness) and external (opportunities and threats) factors relevant to a situation to achieve our objectives or purpose. For the overall study of a teacher's career skills as well as holistic progress of the learners, SWOT analysis can be used as a handy tool to analyse ourselves more structurally if planned, prepared and practiced well by pedagogically strong and skilled professionals, analysts and teachers and even learners.

SWOT analysis is an alternative, termed as SWOT matrix can be carried on in an institution, place, person, project, or plan. As an individual learner, a group or an institution, we face many obstacles in achieving



proficiency while reaching our goals and so often we desist from our course of action on the way and as a result our career growth descends the scale of our expectations. Therefore, we remain diminutilllllllove and inferior to our counterparts and those to whom we are culpable. Thus, this analysis can be extremely constructive not only for teachers but also for students as SWOT offers conducive baseline information for a group of people/learners or institutions that want a vision for their future or analyse a problem.

SWOT is an acronym for strengths, weaknesses, opportunities, and threats. A SWOT analysis is a simple tool to assist faculty to initiate meaningful change in a program and to use the data for program improvement.

For instance, the English language teacher's team in your school might do a SWOT analysis to look for ways to amplify and become more competent and adapted in English language skills. At the same time the team or group can sit together and analyse the areas of considerable weaknesses of language learners. Similar efforts can be initiated in other subjects as well.

To carry out SWOT analysis, start by drawing a large square on a white board, chart or paper. Divide the square into quadrants. Label the upper left quadrant 'Strengths', the lower left 'Weaknesses', the upper right 'Opportunities' and the lower right 'Threats'. Just let the group undergoing SWOT analysis learn that strengths and weaknesses are internal and opportunities and threats are external factors.

### 1.1 Strengths

The strengths refer to the areas the particular organization does well. To identify the strengths, we must consider the areas or the aspects which similar organization or program is doing well. Strengths may be the curriculum, leadership, school relationships, faculty, and/or reputation, Methodology used, management, and accountability. SWOT as a strength measuring tool can be useful in identifying internal as well as external strengths of individuals, children or teachers through giving and taking feedback, preparing specific questionnaires, maintaining anecdotal records, conducting group activities on inter and intra level. Other questions to ask are:

- What do you do better than anyone else?
- Where can you excel?
- How can you use your Strengths?
- When to use your Strengths?
- Where can you use your strengths?

### 1.2 Weakness :

Here we need to consider what people from others area are likely to see in you as weaknesses. **Jacques-Bénigne Bossuet**, a French bishop, theologian and well-known orator once said, 'The greatest weakness of all is the great fear of appearing weak. So often many issues concerned with individual growth in career hold us back and we are not able to overcome them. By understanding your weaknesses, we can focus on specific areas or aspect which we need to perk up. Questions to be addressed here are:

- What could you improve?
- What should you avoid?



- What are people in your area likely to see as weaknesses?
- What are your negative work traits and habits?
- What areas of your approach did you struggle with?
- What skills do you feel needed more work?

### 1.3 Opportunities

Opportunities are trends that an organization or an institution could take advantage of. These are outside factors or situations that exist that may affect your organization in a positive way in achieving a desired goal or mission. Examining the new trends and innovations is helpful in identifying opportunities. It must be taken into cognizance that opportunities knock at every individual's door but all can't dare to get up to open the door and hug them whole heartedly. In SWOT analysis a teacher or student can be best judged by self or others by giving or taking feedback on the following or likewise set of questions individually or in a group prepared for self judgment vis-a-vis team or group evaluation.

- What could we do to build our strengths and deal with our weaknesses?
- Who did we encounter this year that might be able to help us on this journey?
- What could we personally do differently in our approach to school next year?
- What one thing could we change that would make the biggest difference to us in being a more effective teacher/ learner?

### 1.4 Threats

Threats are outside sources that affect the working of the organization in a negative manner. Under SWOT analysis as a teacher an individual must learn to know the existent threats which act as the barriers to accomplish his task. In education, SWOT analysis at the grass root level may facilitate the teachers or an organization to rectify the impending threats which are likely to be encountered at various junctures of teaching learning process. Threats are challenges that will surely come but no challenge must overpower or overtake us in our drive to success.

Let us ask ourselves these questions and find out the causes of our shortcomings:

- What are the biggest obstructions before us in making changes in our career/ learning?
- What obstacles do we face in our organization or institution?
- Time to look at what others are doing. What are they doing better in particular or many fields?
- Are there other individuals that we work with who make our work difficult?
- What stops us from achieving what we are competent of?
- What challenges do we face in staying motivated to do our school work?

## 2. LITERATURE REVIEW

Classroom assessment should involve active participation between the students and the educator to ensure that there is a clear understanding of what is expected [1] (McLaurin, Bell, & Smith, 2009). [2] Danca (2006) described "How a SWOT analysis works". It accomplishes this by assessing an organization's strengths (what an organization can do) and weaknesses (what an organization cannot do) in addition to opportunities (potential



favorable conditions for an organization) and threats (potential unfavorable conditions for an organization). SWOT analysis is an important step in planning and its value is often underestimated despite the simplicity in creation. According to [3] **Balamuralikrishna and Dugger (1995)**, a SWOT should cover the internal environment of the institution (i.e., faculty and staff, learning environment, current students, operating budget, various committees, and research programs), and the external environment of the institution (i.e., prospective employers, parents and families of students, competing colleges, preparatory high schools, population demographics, and funding agencies). [4] **Osgood (2006)** suggested that the SWOT list becomes the basis for further strategic planning. This suggestion is supported by [5] **Creswell, LaVigne, Simon, Dawes, Connelly, Nath, and Ruda (2000)** that, The results of a detailed SWOT analysis also provide valuable material for continued planning and support-generating activities. The strengths can be presented and emphasized to potential supporters. Discussion of weaknesses and threats provides useful information for strengthening the project or plan where possible, or anticipating the effects of environmental threats. Utilizing a SWOT analysis can be used as a means for departure of a strategic plan, thus, making it a flexible instrument. To operate in this manner, the company must concentrate its future objectives on its strengths. [6] (**Houben, Lenie, & Vanhoof, 1999**)

### 3. METHODOLOGY

Keeping in view of the availability of the resources and feasibility of the present research paper, the author conducted his research studies on the basis of secondary sources of data. Secondary data has been collected from various books, Journals, research articles etc. The methodology of the study also includes the thoughts and writings of various authors in the stream of academic, research & corporate industry. Thus, the author utilized all resources available and carried out exhaustive studies for the present research paper.

### 4. APPLICATIONS OF SWOT ANALYSIS IN THE CLASSROOM:

The SWOT analysis can be used in the classroom for the following purposes:

**4.1 Know yourself:** Using the tool, students are able to identify their strengths, weaknesses, and their areas of opportunities and threats. This knowledge will help them to understand those factors that affect their learning process and performance. For example, a student may have a good memory, but his weakness is that he is easily distracted. Understanding this, may help the student overcome his weakness through various adaptations and accommodations. This information is also helpful for the teacher, as it allows them to structure the teaching and learning process taking into consideration the various positives and negatives.

**4.2 Planning and implementation:** Consider, a student writing a book report. Using SWOT analysis helps him to identify a topic of his interest, ensure he has adequate content that is easily available online and from the library, and has enough time and ideas to create a unique report (strengths and opportunities). However, the analysis also brings to his attention that he has a habit of procrastinating and has some social gatherings before his due date (weakness and threats). This information can help the student plan ahead and create a schedule that allows him to submit his work on time.



Similar analysis is useful for incorporating technologies in the classroom. Teacher can evaluate the pros and cons of the technology, prior to using it within your classroom. When preparing students for competitions, the analysis can help you identify the factors essential for winning and students can prepare accordingly.

**4.3 Feedback Mechanism:** Students can use the SWOT tool to give you feedback regarding your teaching techniques, the effectiveness of the various strategies and technology used in the classroom. It helps a teacher to decide on which strategy to continue with and those that need to be modified or updated.

## **5. RELEVANCE**

A SWOT analysis is a high-level and critical thinking exercise for students as well as teachers. This technique can be replicated in any education setting. Teachers can conduct a SWOT analysis of their particular classes, teacher preparation program, methodological issues and internship experience. Frequently, educators have a vague idea of their SWOT. Discussion of these areas can be taken up in meetings with students, other faculty, or mentor teachers and school organisation as whole. However, action is usually never taken on the ideas for program improvement. The implementation of a SWOT analysis should be considered as just one input to strategic planning. It should never be used alone.

## **6. Procedures for Conducting a SWOT Analysis**

1. The procedures for conducting a SWOT analysis are simple and straight forward. However, in most cases, the procedures are determined by the person conducting the SWOT analysis;
2. Identify the group we will work with: for example, one particular class, all students enrolled in a particular program, a subset of advisees;
3. Explain the purpose and goal of the activity;
4. Each participant will identify strength and note it down on the sheet or the paper provided to them.
5. Separate sheet of paper will be used for tracing out the weaknesses. Examples of weaknesses are lack of diversity in faculty, outdated buildings, morale, limited budget, outdated curriculum, scheduling of when courses are offered, and out of date software;
6. A different sheet of paper will be used for opportunities. Examples of opportunities are changes in technology, changes in population profiles, industry trends, and geographic area;
7. A different sheet of paper will be used for threats. Examples of threats are competition from other universities, national decline in teaching, legislative effects, economy, and geographic area. In developing the list of SWOT, the institution and organization goals and missions should be considered. The SWOT analysis should illustrate where you are now and where you want to go.

## **7. IMPLICATION FOR ACTION**

A SWOT analysis of a teacher education program or any program can be the driving force for implementing change. It is one tool to use in a strategic planning process. Strengths and weaknesses are revealed and



adjustments to curriculum, internships, learning activities, education policies, etc., are justifiable if based on a SWOT analysis of a program. The SWOT provides a focused measure on how your students perceive the program. Contextual factors, such as students, subject, and societal influences may cause a SWOT analysis to be misled. For example, if students in a particular class had negative impressions of the instructor, the SWOT analysis could show that the curriculum was weak, if the students participating in the SWOT identified the curriculum as a weakness.

For the overall study of a teacher's career skills as well as holistic progress of the learners, SWOT analysis can be used as a handy tool to analyse ourselves more structurally if planned, prepared and practiced well by pedagogically strong and skilled professionals, analysts and teachers and even learners. The Present paper attempts to highlight the use of SWOT analysis in modern teaching learning process and its applicability and utility in overcoming various issues and challenges faced by the teachers and administrators. SWOT analysis can be carried on in an institution, place, person, project, or plan. Therefore, we remain inferior to our counterparts and those to whom we are culpable.

The teachers by knowing their strengths will be in a position to improve their teaching methodologies by taking into cognizance the updating of their knowledge in the light of new inventions and innovations in the field of teaching learning. By identifying the weakness we will be able to find out the ways and means of eliminating them. SWOT analysis as a technique can in long run help the teachers and student to know about the opportunities which they can avail at different stages of teaching and learning process.

Using SWOT can keep many threats at bay which may creep up or pop out at any stage of teaching and learning process. Thus, this analysis can be extremely constructive not only for teachers but also for students as SWOT offers conducive baseline information for a group of people/learners or institutions that want a vision for their future or analyse a problem.

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