



Date: 31/01/2019

Session on SWOT Analysis (Practical Task)

A practical learning based session on strategic management was conducted for the final year BBA student in finance and international business specialisation on 31st January 2019.



Where a practical task was given to the students after dividing them in random groups. Students were given tasks maintaining security of the topic where they were supposed to prepare for the topic that was SWOT analysis of automobile industry in India within an hour maintaining originality of content.

What was given more importance was in-depth analysis and point of differentiation from other group. Also the students were required to present the input in the most creative manner. After the submission of report any of the three groups were randomly selected to present their work and rest of the groups were asked to evaluate the presentation of those groups where the criteria for evaluation was originality, in-depth analysis, content clarity and response to questions.



Faculties evaluated the presentation given by the students and also suggested them the other effective way of completing the task. Rest of the groups were evaluated on the basis of their evaluation for other groups.

While performing the task of comprehensive SWOT analysis of automobile industry students were not only required to give their best individually, but also to give their best as a team. Where the opportunity was too enhance skills of teamwork, as they were running out of time they learn the importance of performing task with involvement of every member. Also realising the importance of managing time as it was all about presenting their best in that short span of time.



This was undoubtedly useful for the students where a common activity provided students lots of things to learn and incorporate.