

A REVIEW ON TEACHING THROUGH SWOT ANALYSIS

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ABSTRACT

SWOT analysis in teaching 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 educational systems and procedures. SWOT stands for Strengths, Weaknesses, Opportunities, Threats and on the basis of these four parameters an analysis is carried out in order to achieve desirable outcomes in teaching-learning process. This study aims to study the application of SWOT analysis in teaching as a profession. This is a strategic planning tool which would benefit the institutions at each and every level to analyse the present situation and problems in the field of education. And to work out on the way to resolve the threats to education and creating opportunities for the present and future generations. In the present paper some methods are being discussed and suggested for the enhancement of teaching as a profession through SWOT analysis.

KEYWORDS: SWOT Analysis, Teaching.

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1. INTRODUCTION

1.1 MEANING AND CONCEPT OF SWOT ANALYSIS

A SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) is a strategic planning tool, useful for planning and decision-making at multiple levels within an institution, organization or business. SWOT analysis in teaching 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 educational systems and procedures. Often used in preparation of a plan of some form (that could be an audit, assessments, quality checks etc.). In fact a SWOT can be used for any planning or analysis activity which could impact future finance, planning and management decisions of the school or establishment. It can enable you (the governors and management) to carry out a more comprehensive analysis. The elements of SWOT analysis are being mentioned briefly as follows:

Strengths – Factors that are likely to have a positive effect on (or be an enabler to) achieving the school's objectives

Weaknesses – Factors that are likely to have a negative effect on (or be a barrier to) achieving the school's objectives

Opportunities – External Factors that are likely to have a positive effect on achieving or exceeding the school's objectives, or goals not previously considered

Threats – External Factors and conditions that are likely to have a negative effect on achieving the school's objectives, or making the objective redundant or un-achievable.

1.2 OBJECTIVE OF THE STUDY

The main aim to study this topic is to investigate the need and application of SWOT analysis in the field of teaching.

1.3 NEED AND SIGNIFICANCE OF SWOT ANALYSIS IN TEACHING

Since SWOT analysis is a tool for analyzing the current situation both internally (strengths and weaknesses) and externally (opportunities and threats). It provides helpful baseline information for a group that wants to vision the future or analyze a problem. Therefore application of SWOT analysis in teaching would enable to assess the value of new plans and strategies, new projects

and new ideas, and any other situation requiring a decision ,in order to achieve and improve quality in teaching and learning process at each and every level of education.

2.REVIEW OF RELATED LITERATURE

Valkanos et al. (20090,in their study emphasised to create responsibilities on behalf of the directors demanding their appropriate targeted steps that will lead to its further growth and development in the institutions.The proper exploitation of the potentials of SWOT Analysis may offer opportunities towards the direction of a rather higher educational level provision.

In another study, ‘Education: An Application of the SWOT Framework A Qualitative Review of Literature on Peer Review of Teaching in Higher Education’(2014),the analysis highlights a positive strategy in promoting Peer Review of Teaching in higher education.

3.METHODOLOGY/MODEL DEPICTING THE STRENGTHS, WEAKNESSES, OPPORTUNITIES AND THREATS OF TEACHING AS PROFESSION

The following parameters are being mentioned for the application of SWOT analysis in teaching as a profession;

- Define the goal and measurable outcomes – i.e. to have more than 50% of parents spending one day in class per term
- Consider the current activities you have in place to encourage parent-partnerships within your class/ school.
- Complete a SWOT analysis, identifying your current strengths and realistically appraising your current weaknesses. This can only be done involving other teachers, pupils and parents.
- From the current analysis identify factors which could be improved
- Identify opportunities that could be created
- Put a plan and set of measures in place.

The following model very clearly depicts the procedure for applying SWOT analysis in teaching:

Strengths	Weaknesses
Highly-skilled teachers.	Teachers not available to meet parents often enough
History of successful Open day events	

School has a strong ethos of openness, sharing and commitment to increasing parental confidence

Parents wanting to get involved

PTA willing to participate

Current open days events not increasing voluntary activity

Not enough staff time to plan more events

Staff not clear of their role in the parent relationship

Narrow focus on open events not partnership activities

Curriculum too stretched for additional activity

Opportunities

Active volunteer committee willing to plan and organise events

Pupils active in the school's Pupil

Participation Project can be asked for their opinions and suggestions.

Head Teacher is willing flex curriculum to free up teacher time

Use parents to contribute to curriculum delivery

Threats

Confidentiality is at risk

Pupil coercion to do things they do not wish to do

4. DISCUSSION ON APPLICATION OF SWOT ANALYSIS IN TEACHING

The use of SWOT Analysis as a planning tool has been expanded beyond its initial use in business, and it is now commonly used as an initial step in the planning process by public agencies, academic institutions, and other organizations. A SWOT Analysis can be useful in marketing of new services and new programs, A SWOT Analysis looks at and defines the strengths and weaknesses of the internal environment of the organization or organizational unit, as well as the opportunities and threats within the environment external to the organization or organizational unit. The SWOT analysis tool is useful for delineating information important to making decisions about allocation of resources in the competitive environment that institutions and organizations operate within. A SWOT analysis is only one tool that can be useful in

planning. Other factors need to be considered in creating a strategic plan (e.g., political, cultural, economic, structural aspects of the university, community, state, etc.). The four aspects of the SWOT for the purpose of enhancement in teaching-learning are being discussed as given:

- Strengths – attributes of the unit/department/college/university that likely will be helpful to and have a positive effect on the achievement of the desired end state (the object of the analyses as defined above). Strategies to capitalize on these strengths can be developed.
- Weaknesses – attributes of the unit/department/college/university that likely will have a negative effect on achievement of the desired end state. Strategies to minimize the effects of these weaknesses can be developed.
- Opportunities – conditions external to the unit/department/college/university that likely will have a positive effect on achievement of the desired end state. Strategies to exploit these opportunities can then be identified.
- Threats – conditions external to the unit/department/college/university that likely will have a negative effect on achievement of the desired end state. Strategies to defend against these threats can be identified.

A SWOT analysis can offer helpful perspectives at any stage of an effort. It may be used to:

- Explore possibilities for new efforts or solutions to problems.
- Make decisions about the best path for your initiative. Identifying your opportunities for success in context of threats to success can clarify directions and choices.
- Determine where change is possible. If you are at a juncture or turning point, an inventory of your strengths and weaknesses can reveal priorities as well as possibilities.
- Adjust and refine plans mid-course. A new opportunity might open wider avenues, while a new threat could close a path that once existed.

SWOT also offers a simple way of communicating about the initiatives or programs and an excellent way to organize information gathered from studies or surveys.

5. CONCLUSION

A SWOT (strengths, weaknesses, opportunities, and threats) analysis of a teacher education program, or any program, can be the driving force for implementing change. A SWOT analysis is

used to assist faculty in initiating meaningful change in a program and to use the data for program improvement. This tool is useful in any undergraduate or degree program. 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. Major improvements to a program can be a direct result of using this analysis with undergraduate and graduate students. Therefore, SWOT analysis is an excellent tool for organizing information, presenting solutions, identifying roadblocks and emphasizing opportunities in the field of education with respect to teaching as a profession, keeping in mind the present scenario.

6. RECOMMENDATIONS AND SUGGESTIONS

The program-designers and policy-makers must take an initiative in order to improve the quality of teaching in the field of education as follows:

1. Compulsory practice training like in B Ed would enhance the teaching-learning process.
2. Extensive use of IT technologies in the teaching-learning system like Online black boards, Smart screens, SAP, advanced Library Management system and many other similar type of systems.
3. Even inter-connectivity and sharing of data, especially online, among Indian Universities will avoid the problem of plagiarism, fake certificates authentication issue, etc.
4. While increasing the number of IITs, IIMs, quality should not be put at stake.
5. More encouragement through funding and compulsion, would enhance qualitative research work and would flourish name and fame across the world.
6. NAAC should be made compulsory for all the institutions in the field of higher education.

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