



## Module 4 Application

**Submit at the end of Module 4.**

### The SWOT Analysis

The SWOT analysis is commonly used as means for assessing the external and internal environments in preparation for strategic planning. The assessment includes identification of the internal strengths and weaknesses of the organization and identification of external opportunities and threats.

In this assignment, you will complete a SWOT analysis, strategic goals, and a business report to present your observations, conclusions, and recommendations to your immediate manager.

### Course Objectives

- Identify and assess interests of external and internal stakeholders to assure an organizational culture supporting collaboration, cooperation, team building, and communication strategies designed to strengthen professional relationships, facilitate change, and enhance instructional and organizational effectiveness.
- Demonstrate mastery of sound educational business administration and ethical leadership principles required for evaluation and prioritization of competing demands for resources, including budget planning, benchmarking, auditing, and utilization of technology for reporting on effectiveness and changes in efficiency of institutional operations.

### Directions:

- 1) Save and print the Module 4 Application PDF.
- 2) Create a paper in a Word or text document for your response. Use 12-point Arial or Times New Roman font. Follow APA (6<sup>th</sup> edition) format for the paper, title page, references page, and in-text citations.
- 3) Develop an introduction and conclusion for your paper.
- 4) Follow the directions to submit your final Word or text document.

### Part 1: Complete a SWOT Analysis

**Step 1.** Using the organization for which you currently work or one for which you hope to work in the future, complete an initial SWOT analysis. Based on your analysis, identify the three most important strengths, weaknesses, opportunities, and threats.

**Step 2.** Complete the SWOT analysis grid showing the three important concerns for each area identified in Step 1.

## Part 2: Develop Strategic Goals and Business Report

**Step 3.** Based on the information generated in Part 1, develop a set of strategic goals for the organization for the next year.

**Step 4.** Complete a business report to present your observations, conclusions, and recommendations to your immediate manager.