

Technology-enhanced Learning - Activity Plan

Name: *Louis Aniebo*

Grade / Course: *Business Policy and Strategic Management I (Formulation of Business Strategy Using SWOT Analysis)*

Length of Activity: *50 minutes*

Lesson Summary:

Students will identify the strength, weakness, opportunities and threats (SWOT) of a business and use the analysis therefrom to determine the strategic trust of the company. The emphasis will be on whether the students understand what constitutes each SWOT factor and how a combination of these factors can lead to strategic choice and inclination of an organisation.

Lesson Objectives:

To provide students with opportunity to formulate credible strategies for an organisation using SWOT analysis.

Resources/Technology – Teacher

Presentation package – Powerpoint

Social media – facebook, twitter

Online Resources - OER

Dropbox

Resources/Technology – Students

Computer Lab or Student Laptop setting

Internet access – cyber café, private access or mobile access(eg phone)

Learning Materials

Online Resources- OER

Intended Curriculum Learning Outcomes

Students will;

- fully understand the importance of environment to a business establishment
- understand the interplay between strength, weakness, opportunity and threat (SWOT) in the strategic management of an organisation
- be able to do SWOT analysis and formulate credible strategies for an organisation

Instructional Activities

Teacher will create and organise the multimedia learning materials in DROPBOX and have the link posted on the class secret Facebook page for the students to access. Other relevant information like announcements, directives and quizzes/assignments will also be posted.

Students will then access and interact with the multimedia learning materials, post their questions and discussions on the class secret facebook page and twitter handle, and send their quiz answers and assignments to the teacher via email.

Learner Assessment

Students will demonstrate knowledge of corporate strategy formulation using SWOT analysis. The illustration of SWOT matrix systematically compares the external and internal situations and generates a series of possible strategies for the company based

on four sets of combinations.

Internal factors - Strength and weaknesses,

External Factors - Opportunity and threats.

The possible combinations are;

- 1) SO (Strength and Opportunities) Strategies: the most favourable situations, the firm faces numerous opportunities and have numerous strengths. This situation suggests “growth oriented strategies”; the firm should maximize the strength in order to capture the available opportunities
- 2) WO (Weaknesses and Opportunities) Strategies: The firm faces impressive market opportunities but is constrained by the several internal weaknesses. The focus of strategy for such firm is eliminating internal weaknesses to more effectively pursue market opportunities
- 3) WT (weaknesses and Threats) Strategies: the most unfavourable situation with the firm facing major environmental threats from a position of relative weakness. The firm should act defensively in order to minimize weakness and avoid threat.
- 4) ST (Strengths and Threats) Strategies: the firm faces unfavourable environment having key strengths. The strategies suggest building long term opportunities in other products/ market.

SWOT analysis helps to resolve one fundamental concern in selecting strategy. What will be the principal purpose of grand strategy? Is it to take advantage of a strong position or to overcome weaknesses? SWOT analysis provides a means of answering this fundamental question and giving direction to grand strategy.