

A SWOT Analysis for Online Learning

Introduction:

In business and marketing, folks often use a process called a SWOT Analysis (an acronym that stands for Strengths, Weaknesses, Opportunities, and Threats) to identify internal and external factors that will affect the success of a project. You can apply this same concept to your “project”—becoming a successful online student. Strengths and opportunities are internal and external factors respectively that improve your chances of success; weaknesses and threats are internal and external factors that are unfavorable to achieving your goal.

Tasks:

1. (OPTIONAL BUT HELPFUL) Compile a list of online, library, or other resources (books, articles, organizations, job or academic testing results) about personality types, learning styles, dominant intelligence, and emotional intelligence. The Myers-Briggs tests, or pre-employment testing or personal experiences with Individualized Educational Plans (IEP) are examples of free or professional resources.
2. Divide a single sheet of paper into four squares. Label each one with one of these headings:
Strengths
Weaknesses
Opportunities
Threats
3. Brainstorm a list of five of your personal qualities that you think will affect your success as an online student, both positively and negatively. Write these in the Strengths and Weaknesses squares.
4. Thinking about your life situation and goals, make a list of five external factors that will affect your success as an online student, both positively and negatively. Divide these into the Opportunities and Threats square (try to come up with at least two Opportunities and two Threats). (Some possibilities might include family support as an opportunity and time-consuming job as a threat.)
5. Write a one- to two-page summary of your personal SWOT analysis.

Deliverables and Format:

When you have completed the assignment, save a copy for yourself in an easily accessible place, and submit a copy to your instructor.

Font: Arial; 12-point

Line Spacing: Double