

SWOT Analysis

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Module Title: Business Skills BMIH4001

Lecturer: Deborah Lloyd

Word Count: 440

Strengths: • I like to collaborate with others and I am a creative person. • When I am around people I know, I also enjoy taking leadership roles. • I have previous experience working in the hospitality industry	Weaknesses: • I become anxious talking in front of a big group of people, specially presentation • I need to concentrate on and improve my English language skills. • I find it challenging to order my mind with so many modules and assessments.
Opportunities: • As I have trouble writing academic papers, I have requested a friend to assist me in writing. • I'm now listening to podcasts to learn more about business and improve my English. • I'm making an effort to read at least one management-related publication or article.	Threats: • The clash between my job and the course, in my opinion, makes it more difficult for me to perform my best in both. • My family and I reside in a small apartment, and I frequently am distracted while working. • Date of some assignment clash with others.

Action Plan:

Strengths:

My ability to collaborate with others will benefit me during my studying because I will need to speak with my professor and students as well as collaborate with them throughout my University experience. This would also allow me to solve challenges more openly because I will be surrounded by people who can advise me. I appreciate being heard in a crowd, but I feel more at ease and confident speaking in front of people I know. This strength will be useful in the future since I will have to give more presentations in front of new people, but I must improve on my confidence. Furthermore, my experience in the hospitality business will help me with my degree as well as any future profession, because I enjoy working as part of a team to serve my customers.

Weaknesses:

I need to build on my confidence so that I can communicate to strangers without feeling afraid. I believe that starting with a small group of individuals and gradually expanding to a larger group will help me gain confidence. Also, because English is not my first or second language, I find it difficult to understand some of the terms. I believe that if I continue to listen to English podcasts and programs, I will be able to increase my knowledge of the language. Finally, after returning to studies after a lengthy break, I am overwhelmed by the various modules and assessments, and online learning is absolutely unfamiliar to me. I believe that if I keep a diary or set reminders on my phone for assessments for each module, I would be able to begin my assessments early and feel less pressured.