**Course Title: C.1.2.3 Development of Internationalisation Strategy: SWOT and Confrontation Matrix**

# Abstract:

This lecture develops the topic of SWOT analysis. It can be offered at various levels, but it is important that students are already familiar with the external and internal analyses. The SWOT is a result of the internal and external analysis. The outcomes of the internal analysis are a list of the most important strengths and weakness of a company. These factors are also based on an overview of the strengths and weaknesses of the competition. The external analysis is the base for formulating the key opportunities and threats. By combining the strengths and weaknesses with the opportunities and threats it is possible to deliver strategies for the company. The lecture is a mix of self-study/e-learning activities (readings, video, case study assignment) and classroom teaching, using a variety of interactive methods, such as mind maps, brainstorming sessions, and interactive presentations.

# Learning Objectives:

* Learning Objective 1: Students will be able to analyse the external macro and measure environment and decide which factors have most influence on the performance of the industry in which the company operates. Students are expected to be able to summarise these external influences and trends into short bullet point sentences and divide them into opportunities and threats for the key players in the industry
* Learning Objective 2: Students are able to analyse the factors of the micro environment which lead to internal strengths and weaknesses of a company and decide which factors have the most influence on the performance of the company. The internal evaluation is primarily based on competitive overview in which key factors are compared with the company
* Learning Objective 3: Students are able to analyse the SWOT and develop strategies for the company by combining the strengths and weaknesses with the opportunities and strengths
* Learning Objective 4: Students are able to recognise the advantages and limitations of using a SWOT analysis

# Assessment Method:

Participation, class exercises and homework assignment

# Comment:

Blue is for interactive parts, Orange for self-study time of students.

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| Session# | Session Content | Method(s) | Learning Objectives of Session | Material | Time (mins.) | Comment |
| 1 | **SWOT Analysis** | **120**  | **2hrs self-study** |
| Introduction to the learning objectives and structure of this lecture | Short lecture | Students become familiar with the content, learning objectives, and structure of the lecture | PPT presentation (Slides 1-5) | 5  |  |
| Introduction to the topic of building a SWOT | Short lecture  | Students become familiar with analysing the internal and external analysis and create a SWOT analysis | PPT presentation (Slides 6-16)Video 3 mins. | 25  |  |
| Quiz on Tesla | Quiz | Students apply SWOT | Slide 17 | 5 |  |
| In-class exercise | In pairs assignment | Students learn how to implement the theory into practice and develop SWOT | The pairs give results on a piece of paper or laptop and the lecturer chooses 3 pairs to presentSlides 18/19Potential example video on slide 19 | 30 |  |
| IFE and EFE Matrix | Short lecture | Students understand IFE and EFE as more elaborated forms of a SWOT analysis | Slides 21-26 | 15 |  |
| Confrontation Matrix | Short lecture | Students use the SWOT to develop strategies | Slides 27-33 | 15 |  |
| In-class exercise | In pairs assignment | Students learn how to implement the theory into practice and develop confrontation matrix | Groups continue their work from the previous exercise | 20 |  |
| Overview of homework group assignment: explanation and summary subject | In pairs assignment | Students learn how to implement the theory into practice  | Group assignment is on slide 35 | 5  |  |
| 2 | Students do the homework assignment at home  | Self-studyGroup work | Students do research onlineStudents analyse, prioritiseStudents use concept SWOTStudent work in teamsStudent present results in a professional way |  | 2 hours |  |