



CISI CHARTERED INSTITUTE FOR SECURITIES & INVESTMENT	ACCREDITED TRAINING PARTNER
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SHORT COURSES

**BOLTONS
BUSINESS
SCHOOL**
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BC-SWOT-MC-43 - SWOT ANALYSIS – MASTERS CLASS

Overall Course Objectives

Corporate organizations conduct planning every year and assess the results on a monthly or quarterly basis, few tools are as effective in planning as SWOT Analysis and from its founding in the 1960-70s it has become the Defector planning tool sought after from management teams and entrepreneurs alike

A SWOT analysis can be carried out for a company, product, place, industry, or person. It involves specifying the objective of the business venture or project and identifying the internal and external factors that are favorable and unfavorable to achieve that objective.

By the end of this training, participants will be able skilled with an in-depth understanding of the SWOT techniques using a number of case studies.

Who Should Attend?

Institution Management Team, Managers, Supervisors, senior staff members and staff involved in department or organizational planning.

Key Topics

MODULE 1: INTRODUCTORY CLASS

- Introduction/Background of SWOT Analysis.
- Explain what SWOT Analysis is.
- Explain the Elements of SWOT Analysis.
- Steps of SWOT Analysis and who needs SWOT Analysis.
- Internal and External factors.
- SWOT Quadrant and their combination.
- SWOT Case study and Practice Exercise.

MODULE 2: SWOT DRIVEN STRATEGIC PLANNING

- Using TOWS Analysis.
- The role of brainstorming in SWOT Analysis.
- SWOT Driven Strategic Planning.
- Benefits and Pitfalls of SWOT Analysis.
- Common mistakes in using the SWOT Analysis.
- Tips for Effective SWOT Analysis.
- Organizational Case Study and Practice Exercises.

Course Dates: 4th Week of Every Month – January – December.

Venue: Kampala and **ONLINE**

Duration: 2 Days

Course Fees: Shs 360,000= per participant. Bring along a Friend and Group Discounts apply.