April 21-25

Goal: To discover how a SWOT analysis is utilized in business

Description: The SWOT analysis has been used for many years by companies as a tool to help them make decisions about their organization. This presentation talks about the role SWOT analysis plays in altering business strategies and ultimately determining their success. The different parts of the analysis are broken down and discussed piece by piece. Examples of each function are given, as well as an example of the analysis as a whole.

| M | Objectives: 1. To determine what SWOT analysis means. 2. To analyze the different functions of a SWOT analysis. 3. To examine when and why a SWOT analysis is used. 4. To discuss examples of SWOT analyses and the effects they have on business | * Discuss student progress on the project. Administer the SWOT Analysis Assessment. * Continue working on Project |
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| T | * Continue working on project |
| W | * Present Projects |
| Th | Present Projects |
| F | Sub Project |