

SWOT ANALYSIS FOR A SMALL ACADEMIC BUSINESS UNIT

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ABSTRACT

Our academic business unit, with just over 500 majors, needed to develop and fully implement an outcomes assessment process. This process includes an outcomes assessment plan, identification of necessary changes and improvements, integration of those changes into the institution's planning process, and documentation of realized outcomes. Our assessment of the external environment addresses whether changes taking place outside our Division have a favorable or unfavorable impact on the efficiency of our overall performance. The primary activity used in assessment of the external environment was the Strengths, Weaknesses, Opportunities and Threats (SWOT) analysis.

The results of the SWOT analysis revealed in that process are described.