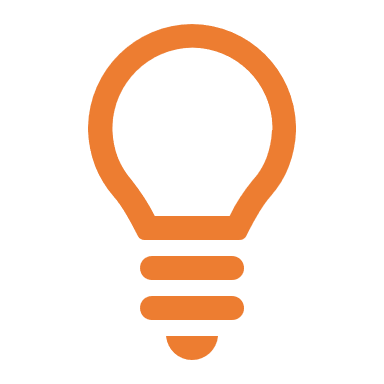
**Project – Based Learning (PBL)**

**Template**

Project-Based Learning is a teaching method in which students gain knowledge and skills by working for an extended period of time to investigate and respond to an engaging and complex question, problem or challenge

**PBL code name:** *C6\_S2\_5*

**PBL title: Individual** **entrepreneurial SWOT analysis**



**Project Idea**

*Summarize challenge, scenario or problem. How would you describe the project to the trainees? What will students do / learn?*

Just divide a piece of paper into four quarters. Title the first square Strengths, the second Weaknesses, Third Opportunities and the Fourth Threats.

Now get ready to really work things out. The harder you work and the more detailed you are in this exercise, the more you’ll get out of it. Remember, what you put in, you get out, so why not give it everything you’ve got?

You want set up a company or to develop a new product/service or to place a product/service on the market.

Please develop your individual SWOT analysis.



**Driving Question(s)**

*Projects should be framed by challenging and open-ended question(s)*

**Strengths :**

1. What entrepreneurial advantages do you have that others don't have (eg. skills, certifications, education, or connections)?
2. What do you do better than anyone else?
3. What personal resources can you access?
4. What do other people (and your boss, in particular) see as your entrepreneurial strengths?
5. Which of your entrepreneurial achievements are you most proud of?
6. What values do you believe in that others fail to exhibit?
7. Are you part of a network that no one else is involved in? If so, what connections do you have with influential people?

***Weaknesses****:*

* *What entrepreneurial tasks do you usually avoid because you don't feel confident doing them?*
* *What will the people around you see as your entrepreneurial weaknesses?*
* *Are you completely confident in your education and skills training? If not, where are you entrepreneurial weakest?*
* *What are your negative work habits (eg. are you often late, are you disorganized, do you have a short temper, or are you poor at handling stress)?*
* *Do you have personality traits that hold you back in your field? (eg. if you have to conduct meetings on a regular basis, a fear of public speaking would be a major weakness). ?*

***Opportunities (this is no time to be modest)****:*

* *What new technology can help you? Or can you get help from others or from people via the Internet?*
* *Is your industry growing? If so, how can you take advantage of the current market?*
* *Do you have a network of strategic contacts to help you, or offer good advice?*
* *What trends (management or otherwise) do you see in your company and how can you take advantage of them?*
* *Is there a need in your company or industry that no one is filling?*
* *Do your customers or clients complain about something in your company? If so, could you create an opportunity by offering a solution?*

***Threats (this is no time to be modest)****:*

* *What obstacles do you currently face at work?*
* *Are any of your colleagues competing with you for projects or roles?*
* *Is your job (or the demand for the things you do) changing?*
* *Does changing technology threaten your position?*
* *Could any of your weaknesses lead to threats?*



**Objectives**

*Please describe and list the objectives here*

*In order to fill out your entrepreneurial SWOT analysis you have to:*

* **Clearly define the subject you are analysing.** Whether it is progress towards a specific goal, performance of a team or a particular question about a product or market, clearly define what subject you want to analyse. This will help you gain clearer insights, which will result in a better overall evaluation.
* **Draw the SWOT framework.** To perform the SWOT analysis, create a large box divided into four squares. In the top-right square, you will record strengths. In the top-left square you will record weaknesses. In the bottom-right square, you will record opportunities. In the bottom-left square, you will record threats.
* *.* **Work through each square.** Take time to work through each square considering internal strengths, internal weaknesses, external opportunities and external threats. If you are doing this exercise with a team, it can be helpful to have everyone participate. This will bring various points of view to help provide a more holistic understanding of the SWOT.
* **Draw conclusions and key takeaways.** After completing the square, take time to understand how the recorded information helps inform your analysis.



**Tasks**

*What task(s) / requirements should the students complete?*

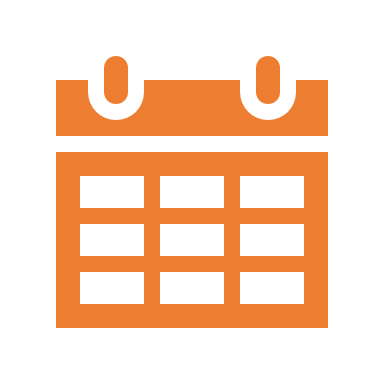
* *..to come up with a new project idea, or new product, or to set up a new company*



**Notes**

*This is where students can record their ideas and research as they gather the information needed to complete their project*

*….*



**Project Plan**

*After research, this is where students will write down the plan for their project*

*….*