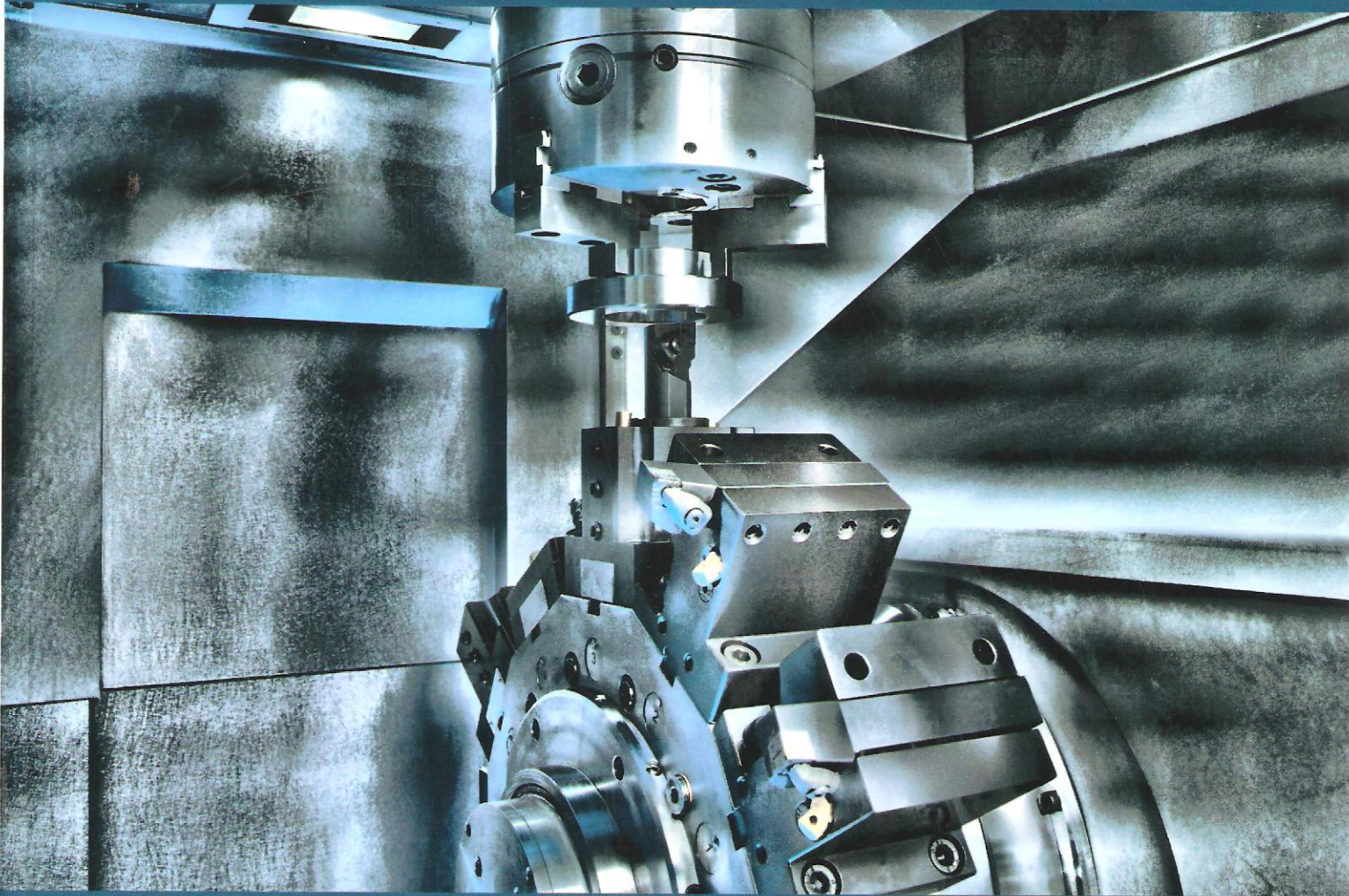


# **35<sup>th</sup> INTERNATIONAL CONFERENCE ON PRODUCTION ENGINEERING**

**KRALJEVO - KOPAONIK**

**25 – 28 September 2013**



## **PROCEEDINGS**



**FACULTY OF MECHANICAL AND  
CIVIL ENGINEERING IN KRALJEVO**



CIP - Каталогизација у публикацији  
Народна библиотека Србије, Београд

621.7/.9(082)

621.7/.9:669(082)

681.5(082)

005.6(082)

004.896(082)

INTERNATIONAL Conference of Production  
Engineering (35 ; 2013 ; Kopaonik)  
Proceedings / 35th International  
Conference of Production Engineering - [ICPE  
2013], Kraljevo-Kopaonik, 25-28 September  
2013 ; [organized by] Faculty of Mechanical  
and Civil Engineering in Kraljevo. - Kraljevo  
: Faculty of Mechanical and Civil Engineering  
in Kraljevo, 2013 (Vrnjačka Banja : Satcip).  
- 370 str. : ilustr. ; 30 cm

Tekst štampan dvostubačno. - Tiraž 100. -  
Str. I: Overview / Zoran Petrović. - Str.  
II-III: Welcome Adress / Miomir Vukićević. -  
Bibliografija uz svaki rad.

ISBN 978-86-82631-69-9

1. Faculty of Mechanical and Civil  
Engineering (Kraljevo)

a) Производно машинство - Зборници b)  
Метали - Обрада - Зборници c) Системи  
аутоматског управљања - Зборници d)  
Управљање квалитетом - Зборници  
COBISS.SR-ID 204080908

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## SWOT ANALYSIS AS A TOOL FOR TEACHING ENGLISH

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**Abstract:** This paper presents SWOT analysis in a different context. SWOT is a general tool designed to be used in the preliminary stages of decision-making. It takes into account Strengths and Weaknesses as the factors that exist within an organization and Opportunities and Threats as the factors that exist outside of the organization. This paper shows how this technique can be used in an English class, with a group of ESP students. SWOT itself can inspire students to participate in communication and at the same time help them learn or improve their grammar and vocabulary. The subject of SWOT analysis can be determined together with the students, and the class may result in a lot of fruitful ideas. Such a novelty in class contributes to the use of communicative approach in teaching English.

**Key words:** SWOT analysis, English language, ESP students

### 1. INTRODUCTION

The SWOT analysis is a strategic planning method, i.e. an analytical tool designed to be used in the preliminary stages of decision-making [1]. It was created by Albert Humphrey in the 1960s. This technique is as useful now as it was at that time. Although it can be used for personal objectives, SWOT is commonly performed at the level of an organization. It may serve as a simple icebreaker helping people get together to "kick off" strategy formulation, or in a more sophisticated way as a serious strategy tool [2].

SWOT is sometimes confused with possible strategies. To clarify this confusion, it can be said that SWOTs are descriptions of conditions, while possible strategies define actions.

This paper deals with the SWOT analysis as a useful tool for teaching English, especially in a class of ESP students who may already have been introduced to this technique. The author suggests the grammatical points and terminology which can be revised or taught.

### 2. SWOT ANALYSIS

The acronym SWOT stands for Strengths, Weaknesses, Opportunities and Threats. These four factors are categorized into Internal and External Factors. For this reason the SWOT Analysis is sometimes called Internal-External Analysis, and its result, SWOT Matrix, is sometimes called an IE Matrix.

The mentioned matrix has the form of four quadrants dedicated to the four factors. Bullet points may be the best way to organize the ideas in the matrix.

The SWOT analysis begins by conducting an inventory of strengths and weaknesses in an organization. The first quadrant contains its *Strengths*, i.e. its characteristics understood as an advantage if the organization is compared to its competitors. Strengths include the positive attributes of the employees, their knowledge,

backgrounds, education, contacts, reputations, skills, etc. Strengths also include tangible assets, such as available capital, infrastructure, equipment, established customers, existing channels of distribution, copyrighted materials, patents and other valuable resources. The talk about Strengths is an opportunity to remind the participants in SWOT of the values existing within the organization. Strengths are internal, which means that they are within the control of the organization. They must continue to be developed, maintained and defended.

The notes organized through bullet points in the first quadrant should answer the questions such as:

- What do you do well?
- What advantages does your organization have?
- What do you do better than anyone else?
- What do others see as your strengths?
- What resources do you have?

Objectivity is always required while answering, and modesty should be avoided. Each variable in the matrix should be kept short, concise and clear, without unnecessary details.

*Weaknesses* are the limitations that hinder the progress of the organization or the characteristics that place the organization at a disadvantage relative to others. Like Strengths, they are under control, but for a variety of reasons, are in need of improvement to effectively accomplish the objectives set by the organization. The more accurately you identify your weaknesses, the more valuable the SWOT will be. You ought to be realistic and face any unpleasant truths as soon as possible. Weaknesses may include negative images or bad reputation, poor quality products, poor financial management, poor delivery, incompetent personnel, etc. All these characteristics need to be remedied or stopped. Possible questions that could be posed here are as follows:

- What could you improve?
- What should you avoid?





