

SREE NARAYANA GURUKULAM COLLEGE OF ENGINEERING

Kadayiruppu P O, Ernakulam, Kerala - 682 311

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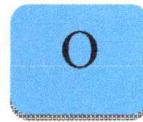


SWOC ANALYSIS

SWOC Analysis

SWOC analysis is a strategic planning tool that helps organizations identify their internal Strengths and Weaknesses, as well as external Opportunities and Challenges. The acronym "SWOC" stands for:

1. **Strengths:** Internal factors that give the organization an advantage over others. These could include skilled personnel, strong brand, or efficient processes.
2. **Weaknesses:** Internal factors that place the organization at a disadvantage. These could include outdated technology, lack of resources, or poor internal communication.
3. **Opportunities:** External factors that the organization could exploit to its advantage. Opportunities could arise from market trends, technological advancements, or changes in regulations.
4. **Challenges:** External factors that could cause trouble for the organization. Challenges could come from competitors, economic downturns, or changing consumer preferences.



Strength

S1 :Well qualified and Experienced faculties

S2 :Provides Add on courses which are based on employment opportunities

S3 :A wide range of Alumni Network

S4 :Good Infrastructure with Smart Classrooms and Learning Environment

S5 :Facility of Digital libraries in various Departments

S6 :Active department associations on various streams

S7 :Declared as university research centre (KUFOS) centre for Management aspirants

S8 :Functions of active professional bodies like IEEE

S9 :Well furnished faculty rooms and modern hostel facilities

S10: A good rapport with industry departments and local governing bodies

S11: Active participation of NSS




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Weakness

- W1: Low profile students
- W2: Lack of Placements in specialised area
- W3: Scarcity of funded research projects
- W4: Inadequate Research Publications
- W5: Lower percentage of Ph. D. qualified faculty


Opportunities

- O1: Increase the demand for qualified engineers in various industry departments
- O2: Link with reputed industries
- O3: Introduction of new specialisation of subjects
- O4: Introduction of inter disciplinary faculty learning programmes
- O5: Support for the publication of research papers in reputed international journals.
- O7: Introduce new job-oriented courses
- O8: Conduct the various programmes on social entrepreneurship activities
- O9: Involvement of industry professionals in the teaching learning process

Challenges

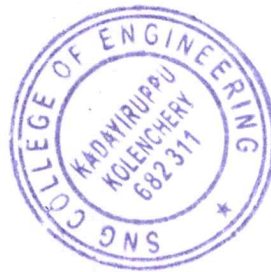
- C1: Declining the number of admissions
- C2: Make an attractiveness of more multinational companies for the campus placement
- C3: Implementation of New educational policy
- C4: Entry of foreign universities into the market
- C5: Less numbers of students are interested to study in our state
- C6: Increases the competition among the colleges
- C7: Obsolete contents of syllabus




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From the above analysis four aspects were identified

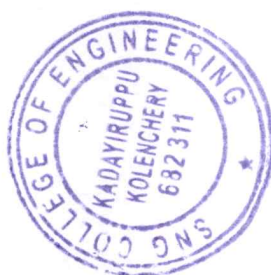
| | |
|-----------------|----------|
| Academics | Students |
| Faculty & Staff | Research |



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Conducting a SWOC Analysis - Case Study (Academics)

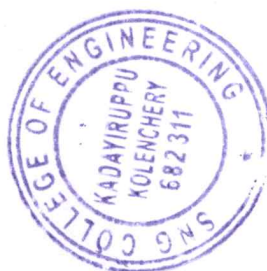
| Strength | Weakness |
|--|--|
| S1 Well qualified and Experienced faculties | W2 Lack of Placements in specialised area |
| S2 Provide Add on courses which are based on employment opportunities | W3 Scarcity of funded research projects |
| S3 A wide range of Alumni Network | W4: Inadequate Research Publications |
| S4 Good Infrastructure with Smart Classrooms and Learning Environment | W5: Lower percentage of Ph. D. qualified faculty |
| S5 Facility of Digital libraries in various Departments | |
| S6 Active department associations on various streams | |
| S8 Functions of active professional bodies like IEEE | |
| Opportunities | Challenges |
| O1 Increase the demand for qualified engineers in various industry departments | C1 Declining the number of admissions |
| O3 Introduction of new specialisation of subjects | C3 Implementation of New educational policy |
| O7 Introduce new job-oriented courses | C7 Obsolete contents of syllabus |
| O9 Involvement of industry professionals in the teaching learning process | |




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Conducting a SWOC Analysis - Case Study (Students)

| Strength | Weakness |
|---|--|
| S1 Well qualified and Experienced faculties | W1 Low profile students |
| S2 Provides Add on courses which are based on employment opportunities | W2 Lack of Placements in specialised area |
| S3 A wide range of Alumni Network | |
| S4 Good Infrastructure with Smart Classrooms and Learning Environment | |
| S7 Declared as university research centre (KUFOS) centre for Management aspirants | |
| S11 Active participation of NSS | |
| Opportunities | Challenges |
| O1 Increase the demand for qualified engineers in various industry departments | C1 Declining the number of admission |
| O2 Link with reputed industries | C5 Less numbers of students are interested to study in our state |
| O7 Introduce new job oriented courses | C6 Increases the competition among the colleges |
| O8 conduct the various programmes on social entrepreneurship activities | |



K. Thore
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Conducting a SWOC Analysis - Case Study (Faculty and Staff)

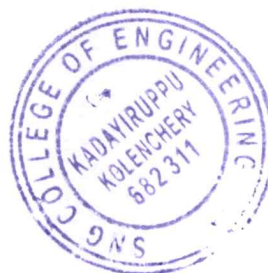
| Strength | Weakness |
|---|--|
| S1 Well qualified and Experienced faculties | W3 Scarcity of funded research projects |
| S4 Good Infrastructure with Smart Classrooms and Learning Environment | W4:Inadequate Research Publications |
| S8 Functions of active professional bodies like IEEE | W5: Lower percentage of Ph. D. qualified faculty |
| S9 Well-furnished faculty rooms and modern hostel facilities | |
| S10A good rapport with industry departments and local governing bodies | |
| Opportunities | Challenges |
| O1 Increase the demand for qualified engineers in various industry departments | C1 Declining the number of admission |
| O2 Link with reputed industries | C3 Implementation of New educational policy |
| O4 Introduction of inter disciplinary faculty learning programmes | C6 Increases the competition among the colleges |
| O5 support for the publication of research papers in reputed international journals | C7 Obsolete contents of syllabus |
| O9 Involvement of industry professionals in the teaching learning process | |





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Conducting a SWOC Analysis - Case Study (Research)

| Strength | Weakness |
|---|--|
| S1 Well qualified and Experienced faculties | W3 Scarcity of funded research projects |
| S3 A wide range of Alumni Network | W4:Inadequate Research Publications |
| S6 Facility of Digital libraries in various Departments | |
| S7 Declared as university research centre (KUFOS) centre for Management aspirants | |
| S8 Functions of active professional bodies like IEEE | |
| S10A good rapport with industry departments and local governing bodies | |
| Opportunities | Challenges |
| O2 Link with reputed industries | C5 Less numbers of students are interested to study in our state |
| O3 Introduction of new specialisation of subjects | C7 obsolete contents of syllabus |
| O5 support for the publication of research papers in reputed international journals | C8 Shortage of good scholars is opting teaching profession |
| O8 conduct the various programmes on social entrepreneurship activities | |





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Summary of Strategies

| Strategies | Mapping |
|--|------------------|
| Introduce organisation-based learning for all programmes | S1:S3;O3:O9 |
| Apply for at least one P.G Programme | S1:S2:O7:O3 |
| Raise the percentage of Ph.D Holders in Teaching staff | S1:O3 |
| Double the library collection of online Journals | S6:C1 |
| Convert the campus to 100% wi-fi campus from the current 60% coverage | S6:C1:C7 |
| Civil Service and Competitive examination Coaching to be introduced | S1:S6:C1:C8 |
| Attract the new students by introducing new generation courses | S1: S6: C1: C7 |
| Diversification of career advancement opportunities | S1:S6:S9:C8 |
| Strengthen career guidance and placement activities by augmenting the corporate relation | W2:W3:C1: C7 |
| Collaboration with globally reputed universities and research organisations for research and development and certification courses | W2:W3:O1:O7:O9 |
| Setting up industry –institute interaction cell and conducting related activities | W2:W3:O1:O9:O7 |
| Have 100% of the students enrol in at least one certificate course | S1: O2: O7 |
| Establish a Micro entrepreneurship Research Centre | S1:O8:O2 |
| Leadership and life skills course to meet global norms for life skills training | S2:S3:C1: C5: C6 |
| Incubate Successful start-ups activities | S2:S3: S4:C1:C5 |
| Formation of Centres of Excellence in Various streams of engineering | W2:C1:C6 |




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| | |
|---|--------------------------|
| Strengthen co-curricular activities | C1:C6 |
| Coaching for National Level competitive exams | W2:O1:O2 |
| Establishing Centres of Excellence | S1: S9:O2:O5 |
| MOU with premier institutes/ R&D labs | S9:S11:W5: O4: O9 |
| Adopt digital learning, e-learning solutions, and interactive sessions. | S1: S9:S11:C11: C6 |
| Sponsorship/ Motivation for Faculty qualification improvement | S1: S11:W5:C3: C6 |
| Funding support to develop projects | W3: C6 |
| Sponsoring staffs to participate in skill development programmes | W3:C3:C6 |
| Research and Innovation cell to be more active with concentration on New technology | W3:W5:O1:O2 |
| Minimum one publication per faculty in a year | O2: O5:O9 |
| Provide international Research Experience. | S1:S3:S8:W4:W5:O2 :O3 |
| Participation in Faculty development programs | S1: S9: O2: O8 |
| Establishment of innovation and Incubation centre | S3:S6: S11: C5: C7 |
| Fostering Industry sponsored Research Projects | S8:S11: S1: C8 :C5 |
| More budgetary provision for promoting Research Centre | W3:W4: C5: C8 |
| Enhance the quality of research publications by motivating faculty to publish in reputed journals | W4: O2: O5 |



R. Anand
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