

**AN ANALYSIS OF STRENGTH, WEAKNESS, OPPORTUNITIES  
AND THREATS OF FACULTY OF COMMERCE AND  
MANAGEMENT, EASTERN UNIVERSITY, SRILANKA.**

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## Abstract

The faculty of commerce and management (FCM) is one of the Faculties of the Eastern University Srilanka. (EUSL) Which produce graduates in the field of commerce and business Administration, Economics and financial management. The faculty of commerce and management functioning in dynamic Environment, Where all most all the factor contributing to the successfulness of the FCM changing. So management of the faculty of commerce and management should aware the strength, Weakness, opportunities and threats (SWOT). SWOT analysis is basic step in strategic management process. It must be thoroughly identified the strength and weakness, opportunities and threats, which are seem to be in internal and external environment respectively. This study focuses on identification of strength, weakness, opportunities and threats of the faculty of commerce and management, EUSL.

This study based on primary and secondary information. Primary information was collected through the questionnaire on nine environmental factors. Each factor treated as a dimension for this analysis. Another ways of collecting information are interview with student and staff. Secondary information from publication of University Grant Commission and subject related books. And Students guide book of the EUSL.

Study on the SWOT of the faculty of commerce and management divided by five chapters. Each of it has its own importance. First chapters is introduction which, deal with mainly the research problems, aim and objectives of the research, research question, conceptualisation, methodology and limitation the Study. Review of literature is the second chapter, which deal with facts about the SWOT an environment of organisation, factors of strategic planing process, structure attitude inherent in the strategic process SWOT and planing participation, identifying SWOT and organisational benefits and the relationship between SWOT and competitiveness. Third chapter is data analysis, presentation and evaluation with the personal characteristics of the staff and students and analysis of dimension Fourth one is discussion it deal with the discussion of personal characters and nine dimension of SWOT analysis. The fifth one is last chapter, conclusion this explain the level of strength, weakness, opportunities and threats, which are soon to be found in the environment of the faculty of Commerce and Management, recommendation and implication of research finding

# Contents

pages

Acknowledgement	iv
Abstract	v
List of Table	vi
List of Figure	vii
Contents	viii – ix
<b>CHAPTER -01</b>	
<b>Introduction</b>	1-2
1.1 Faculty of commerce and management	2-3
1.2 problems of faculty of commerce and management	3-4
1.3 Objectives of the study	4
1.4 Research question	4
1.5 Conceptualization	5-13
1.6 Assumptions and Limitations	13-14
1.7 Methodology of the study	14-16
<b>CHAPTER -02</b>	
<b>Review of Literature</b>	
2.1 Introduction to SWOT analysis	17-23
2.2 An environment of an organization	23-26
2.3 Facets of strategic planing process	26-27
2.4 Structure of attributes inherent in the strategic process	27-28
2.5 SWOT and planing participation	28-30

2.6	Identifying SWOT and organizational benefits	31-34
2.7	The relationship between SWOT and competitiveness	34-36

### **CHAPTER –03**

#### **Data presentation, Analysis and Evaluation** 37

3.1	Personal characteristics	37-39
3.2	Dimension of internal environment	40-43
3.3	Dimension of external environment	43-45
3.4	Overall evaluation	46-47

### **CHAPTER –04**

#### **Discussion** 48

4.1	Personal characteristics	48
4.2	Internal environmental factors	49-50
4.3	External environmental factors	51-52
4.4	Overall discussion	52

### **CHAPTER –05**

#### **Conclusion** 53

5.1	Level of SWOT of Faculty of Commerce and Mgt.	53
5.2	Recommendation	53-54
5.3	Implication	56

### **Appendix**

Questionnaire	57-59
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Bibliography	60
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References	61
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