

Good practices

INTER_520CD_EN

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Description of the problem / exercise: **SWOT analysis**

Method for teaching people about SWOT analysis and helping people analyse companies.

Rules: The game can be played by a minimum of two people; if more than two people want to play, you can play in two teams.

The game can be played in two different ways. The first option is to come up with one company that both of the teams can analyze; the second option is that both teams come up with their own company that the opposite team has to analyze.

Each team should have one Poly-University square element that they should place in the middle of the playing surface (table, ground, bed, or any surface that they want to play on) and a set of Poly-University triangle elements to place on each side of the square.

Each of the triangle shapes has a dominant color (the color that covers the biggest surface of the triangle). Every color has its meaning in SWOT analysis. SWOT is a shortcut, and the meaning of the letters are: S – Strengths, W – Weaknesses, O – Opportunities, T – Treats. Every letter has its own color. The colors are: Blue – Strengths, Yellow – Weaknesses, Green – Opportunities, Red – Treats. The goal is that every team should find as many Strengths, Weaknesses, Opportunities, and Treats as possible.

The time limit can be anywhere from 5 minutes to 20 minutes; you can decide.

Every time you find a Strength, Weakness, Opportunity, or Treat of the company, you can add a triangle to the edge of your Poly-University square. It's important to remember that the color has to correspond to the asset that you found. When you finish, you should end up with a structure shaped like, for example, a plus sign.

When the time is up, and the game is finished, each team should present their work to the other team. In the end, the team should count all the triangles on the edges of their square. Every triangle counts as one point. The team that has more points wins.

- *Why this exercise is good: Gamification of the SWOT analysis makes learning the SWOT analysis much more interesting.*
- *Which level is recommended: Faculty*
- *School subject(s): Economics*