



BAPPA SRI NARAIN VOCATIONAL POST GRADUATE COLLEGE (KKV)

STATION ROAD, CHARBAGH, LUCKNOW, UTTAR PRADESH-226001

DEPARTMENT OF COMMERCE

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Seminar Report: SWOT Analysis TALK for B.Com Students

Date: [10th Oct 2023] Venue: [B.S.N.V PG COLLEGE]

The SWOT Analysis Talk for B.Com students was organized to equip students with essential knowledge and skills in strategic analysis. The Talk aimed to introduce the concept of SWOT analysis, its relevance in business decision-making, and its application in real-world scenarios. A SWOT analysis is a valuable tool for graduation students to assess their current position and plan for the future. It helps in identifying internal strengths and weaknesses while also recognizing external opportunities and threats. It was well-received by the participating students.

The event started with a welcome speech by Dr. Preeti Pant and further proceeded by expert speakers from IILM, Lucknow, experienced faculty members Dr. Rajiv Srivastava, Dr. Sadhna Singh, Dr. Ajeet Singh, Dr. Mohan Singh, Ms. Anjali Tripathi, Mr. Shubham Pandey from Department of Commerce B.S.N.V.P.G. College and interactive sessions to engage the students effectively.

The experts Mohd. Hasan and Tauseef Irfan from IILM shared their insights and experiences related to SWOT analysis. They provided real-world examples to illustrate its practical application. Students actively participated in hands-on workshops that allowed them to conduct SWOT analyses for various case studies. These exercises enhanced their understanding and analytical skills.

The event facilitated networking among students, faculty, and guest speakers. This provided students with the chance to seek advice, build connections, and gain insights into career opportunities.

Feedback from the participating students indicated a high level of satisfaction with the hands-on workshop. Many students found the practical



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exercises and case studies particularly helpful in grasping the concepts of SWOT analysis.

Dr. D.D. Mishra Head of the Department addressed that Graduation students have completed a significant portion of their formal education, indicating a strong commitment to learning and possess a range of skills acquired through their coursework. They have built a valuable network of peers and professors during their time in college, which can be beneficial in the future. Most graduation students lack significant work experience, which can be a weakness when entering a competitive job market.

Some graduates may have specialized in a very specific field, potentially limiting their job opportunities. While they may have strong academic skills, graduates may need to work on their soft skills, such as communication and teamwork.

The job market often has entry-level positions that are suitable for recent graduates. Economic downturns can make it challenging to secure job opportunities. The job market can be highly competitive, with many other qualified candidates. Rapid technological advancements may require graduates to continuously update their skills.

The event was sum up by Dr. Upasana Srivastava by presenting vote of thanks on behalf of the head of the department.

The SWOT Analysis Workshop was a resounding success in providing valuable insights into strategic analysis and its relevance in the business world. It empowered students with the knowledge and skills needed to make informed decisions and navigate the complexities of the corporate landscape. The event served as an excellent platform for networking and



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learning from industry experts, enhancing the overall educational experience for the students.

We would like to express our gratitude to Prof. Sanjai Mishra for all his support and all the speakers, faculty members, and students who made this seminar a success.

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