

# R V Institute of Management

Accredited by NAAC with "A" Grade  
CA 17, 36 Cross, 26 Main, 4 'T'Block, Jayanagar,  
Bangalore – 560 041

Website : [www.rvim.edu.in](http://www.rvim.edu.in)

## SOFT SKILLS DEVELOPMENT PROGRAMME

### SWOT ANALYSIS

One of the important initiatives taken by the institute is to Conducted a SWOT for the newly joined students. The SWOT which comprises of Strength, weaknesses, Threat and opportunities are considered and a final report is generated. Based on this report soft skills training is imparted to the students.

#### Parameters for SWOT Analysis

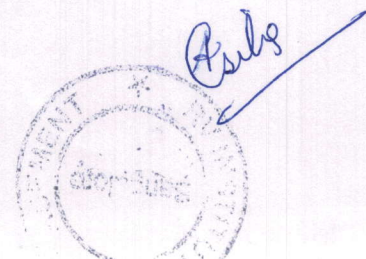
##### 1. Strengths

- **Academics** (External Results, Internal Class assessment)
- **Communication Skills** (Body Lang, Spoken com, written communication,)
- **Self Management Skills** (Confidence, Attitude, Analytical Thinking, Logical Thinking, Sociability, Leadership, Decision Making, Time Management, Self Motivation)

##### 2. Weakness

- **Academics** (External Results, Internal Class assessment)
- **Communication Skills** (Body Lang, Spoken communication)
- **Self Management Skill** (Confidence, Attitude, Analytical Thinking, Logical Thinking, Sociability, Leadership, Decision Making, Time Management, Self Motivation)

##### 3. Opportunity



- Presence of Managerial quality
- Potentiality for, Marketing, Finance, HR, IT, Teaching & Research?
- Potentiality for, Entrepreneurship & Self-employment?

#### 4. Threats

- Any financial matter disturbing their education?
- Any problems faced in any particular subjects?
- Any Health related?
- Any family problem or sickness or accident?

#### Process:

- The assessment was done to identify the Strengths & Weakness of all the 1<sup>st</sup> sem students to understand their future opportunities or probable threats they may encounter in their career.
- The Weakness of the students were expected to be on the academic level or related to their personality. The institute will plan for proper corrective measures to overcome all the weaknesses of the students, identified.
- The institute will also plan Motivational measures for all students that will enhance their personality for better future.
- The overall placement objectives of the institute will be enhanced.
- Future course of action in form of various activities are to be executed as an ongoing process.

#### **CATEGORIZATION OF STUDENTS**

##### C Category

1. Low confidence level
2. Lack in communication ( MTI Problem)
3. Difficulty in Subjects - Bumastics and Accounts
4. Lacks work life balance
5. Coming late to college (Time Management)
6. Low in Motivation
7. Lacks Leadership quality



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8. Poor in Decision making
9. Stage fear
10. Short Temper and shy natured
11. Inferiority complex

**B category**

1. Communication can be improved
2. Difficulty in Subjects - Bumastics and Accounts
3. Problem with prioritizing and time
4. Low confidence level
5. Stage fear
6. Attitude problem
7. Confusion in taking decisions
8. Interpersonal Skills
9. Sensitive and emotional
10. Home sickness
11. Difficulty in IT subject
12. Managing Stress
13. No Motivation
14. Coming late to college (Time Management)

**A Category**

1. Stage Fear
2. Confused about the career
3. Finds problem in expressing thoughts
4. Difficulty in Subjects – Bumastics, Accounts and IT
5. Coming late to college (Time Management)



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**1st semester MBA students will meet the following faculty for the SWOT Analysis.**

**Each group consists of 22 to 23 students and two faculty members.**

<b>Group</b>	<b>Faculty Members</b>	<b>Venue</b>
1	Ms Sowmya D S & Ms. Pushpa M	Room Number 208
2	Dr. Anupama Malagi & Ms. Das Sangita Hemant	Room Number 209
3	Dr. Jyotirmoy Ghosh & Ms. Maithri	Room Number 210
4	Mr. Chandran A & Ms. Divyashree S	Room Number 211
5	Ms. Divya Mohan Rao & Ms. Bhavya Vikas	Group Discussion Room
6	Mr. N Suresh & Ms. Anitha D'Silva	Placement Interview Room 1
7	Dr. A. Narasima Venkatesh & Mr. Mahesh G	Placement Interview Room 2

