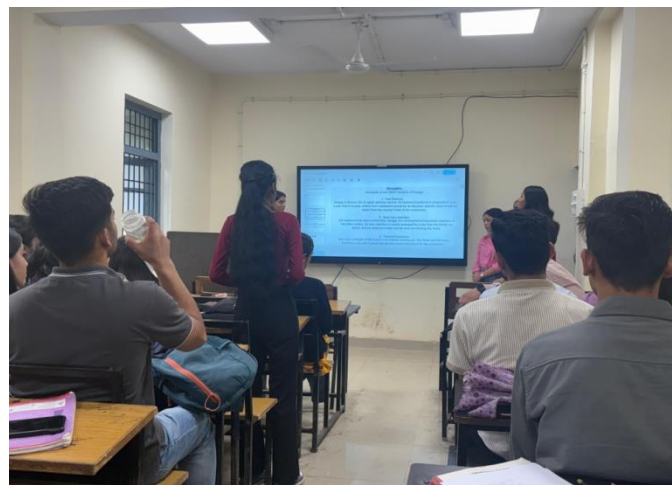


A Report
BUSINESS LENS – SWOT IT OUT

The Department of BBA organised a focused session titled “**BUSINESS LENS – SWOT IT OUT**” on 23 August 2025, designed to help students bridge the gap between theoretical understanding and practical business strategy. During the activity, students worked in teams namely The Visionary Squad, Vision presenters, Swiggy Squad and Beta to analyse real business cases using the SWOT framework. They identified key internal strengths and weaknesses, mapped external opportunities and threats, and developed actionable strategies based on their findings. This hands-on approach bolstered their managerial competencies, sharpened critical-thinking and problem-solving skills, and encouraged them to apply classroom concepts directly to organisational challenges.



To
The Principal
Government College, Solan

Date: 21st August 2025

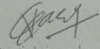
Subject: Permission to Organize a "BUSINESS LENS – SWOT IT OUT" session for BBA Students


Respected Madam,


With due respect, we would like to seek your kind permission to organize a "BUSINESS LENS – SWOT IT OUT" session for the students of the BBA Department on 23rd August, 2025 within the college premises. The aim is to help students bridge theory with practice by using SWOT as a decision-making and strategic planning tool.

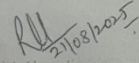
We request your kind approval to proceed with the necessary arrangements. Thank you for your support and encouragement.

Yours sincerely,


Prof. Virender Garg


Prof. Sukriti Chaturvedi


Prof. Shweta Sethi


BBA Coordinator



Govt.College Solan

BBA Department

NOTICE

Date: 21st August 2025

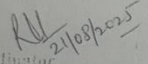
BUSINESS LENS – SWOT IT OUT
(An Interactive SWOT Analysis Activity)


All BBA students are hereby informed that the Department of BBA is organizing an activity titled "Business Lens – SWOT It Out" to help students understand and apply the concepts of Strengths, Weaknesses, Opportunities, and Threats (SWOT) in real-life business scenarios.

Details of the Activity:

- Date: 23rd August 2025
- Time: 10:30 AM – 12:00 PM

Note: Attendance is **compulsory** for all BBA students. Active participation is expected.


Coordinator
BBA Department


Chairman/Director
BBA Department

BUSINESS LENS – SWOT IT OUT
Attendance Sheet

Event Date: 23rd August 2025
Venue: BBA Department, Govt. College Solan

S.No	Roll no.	Name	Semester	Signature
1.	03	Nidhi	3 rd	Nidhi
2.	24	Rashi	"	Rashi
3.	28	Tanya	"	Tanya
4.	05	Deepika	"	Deepika
5.	12	Chanchal	"	Chanchal
6.	25	Evangelina	"	Evangelina
7.	17	Harshita	"	Harshita
8.	40	Kumkum	"	Kumkum
9.	1	Asyja	"	Asyja
10.	37	Shreyya	"	Shreyya
11.	35	Bhavana	"	Bhavana
12.	31	Manish Kashyap	"	Manish
13.	16	Palak	"	Palak
14.	142309	Megha Mehta	5 th Sem	Megha
15.	142306	Saansh Thakur	5 th "	Saansh
16.	142311	Ishika	"	Ishika
17.	142313	Monika	"	Monika
18.	26	Aman Vesma	3 rd Sem	Aman
19.	18	Mayur Parihar	3 rd Sem	Mayur
20.	11	Kunal	3 rd Sem	Kunal
21.	29	Anshul Thakur	"	Anshul Thakur
22.	08	Devina	"	Devina
23.	14	Nidhi Katoch	3 rd Sem	Nidhi
24.	33	Ridhima	3 rd Sem	Ridhima
25.	25	Yuvraj Singh	5 th Sem	Yuvraj
26.	25	Shorya Bhardwaj	1 st Sem	Shorya
27.	20	Rushinder Garg	1 st Sem	Rushinder
28.	142307	Sujal	5 th Sem	Sujal
29.	142340	Chirag Sharma	5 th Sem	Chirag

Evaluation Sheet

BUSINESS LENS – SWOT IT OUT
(An Interactive SWOT Analysis Activity)

Team Name: THE VISIONARY SQUAD Topic: ANOMALY HAIRCARE.
Names with Roll Nos: EVANGELINE (25), AARZO (01) HARSHITA (17) KUMKUM (40)
Date: 23/08/2025

Evaluation Criteria

Criteria	Description	Marks Allotted	Marks Obtained
Understanding of SWOT	Clear explanation of Strengths, Weaknesses, Opportunities, Threats relevant to the given business case.	10	10
Relevance & Accuracy	Points identified are logical, practical, and connected to the chosen company/product.	10	9
Depth of Analysis	Quality of insights – not just listing, but explaining <i>why</i> each point is important.	10	9
Creativity & Originality	Innovative thinking in identifying SWOT elements and presenting unique perspectives.	10	7
Presentation Skills	Clarity, confidence, teamwork, time management, and ability to answer questions.	10	8
Teamwork & Participation	Equal involvement of team members, coordination, and collaboration.	5	4
Overall Impact	Effectiveness of analysis in conveying the business situation.	5	4

Total Marks: 57 /60

Evaluator's Feedback

Strengths of the Presentation:

Good Conceptual understanding, Explanation, Team work.

Areas for Improvement:

To be more innovative in presenting different SWOT points.

Evaluator's Signature:

[Signature]
23/08/2025

Evaluation Sheet

BUSINESS LENS – SWOT IT OUT (An Interactive SWOT Analysis Activity)

Team: VISION PRESENTERS Topic: DECATHLON
Names with Roll Nos: Hiteshi (04), YUVRAJ (25), SUJAL (07), CHIRAG (40)

Date: 23/08/2025

Evaluation Criteria

Criteria	Description	Marks Allotted	Marks Obtained
Understanding of SWOT	Clear explanation of Strengths, Weaknesses, Opportunities, Threats relevant to the given business case.	10	9
Relevance & Accuracy	Points identified are logical, practical, and connected to the chosen company/product.	10	9
Depth of Analysis	Quality of insights – not just listing, but explaining <i>why</i> each point is important.	10	9
Creativity & Originality	Innovative thinking in identifying SWOT elements and presenting unique perspectives.	10	8
Presentation Skills	Clarity, confidence, teamwork, time management, and ability to answer questions.	10	8
Teamwork & Participation	Equal involvement of team members, coordination, and collaboration.	5	4
Overall Impact	Effectiveness of analysis in conveying the business situation.	5	4

Total Marks: 51 /60

Evaluator's Feedback: *Very Detailed Analysis*

Strengths of the Presentation: *Well Explained*

Areas for Improvement: *Could also add Indian sales of the brand Decathlon.*

Evaluator's Signature: *Shweta*
23/08/25

Evaluation Sheet

BUSINESS LENS – SWOT IT OUT (An Interactive SWOT Analysis Activity)

Team Name: SWIGGY SQUAD Topic: SWIGGY,
Names with Roll Nos:
RASHI (24), TANVA (28), NIDHI (03), DEEPIKA (05)
Date: 23/08/2025

Evaluation Criteria

Criteria	Description	Marks Allotted	Marks Obtained
Understanding of SWOT	Clear explanation of Strengths, Weaknesses, Opportunities, Threats relevant to the given business case.	10	7
Relevance & Accuracy	Points identified are logical, practical, and connected to the chosen company/product.	10	7
Depth of Analysis	Quality of insights – not just listing, but explaining <i>why</i> each point is important.	10	8
Creativity & Originality	Innovative thinking in identifying SWOT elements and presenting unique perspectives.	10	7
Presentation Skills	Clarity, confidence, teamwork, time management, and ability to answer questions.	10	8
Teamwork & Participation	Equal involvement of team members, coordination, and collaboration.	5	4
Overall Impact	Effectiveness of analysis in conveying the business situation.	5	3


Total Marks: 44 / 60

Evaluator's Feedback

Strengths of the Presentation: TEAMWORK & PARTICIPATION
TEAMWORK & PARTICIPATION

Areas for Improvement:
TOPIC COULD BE MADE MORE COMPARATIVE.

Evaluator's Signature:


23/08/25

Evaluation Sheet

BUSINESS LENS – SWOT IT OUT (An Interactive SWOT Analysis Activity)

Team: BETA
Topic: CASIO COMPANY
Names with Roll Nos: MANNAT(23), ANKIT(10), PARVESH(12), ROHIT(01)

Date: 23/08/2025

Evaluation Criteria

Criteria	Description	Marks Allotted	Marks Obtained
Understanding of SWOT	Clear explanation of Strengths, Weaknesses, Opportunities, Threats relevant to the given business case.	10	8
Relevance & Accuracy	Points identified are logical, practical, and connected to the chosen company/product.	10	7
Depth of Analysis	Quality of insights – not just listing, but explaining <i>why</i> each point is important.	10	8
Creativity & Originality	Innovative thinking in identifying SWOT elements and presenting unique perspectives.	10	7
Presentation Skills	Clarity, confidence, teamwork, time management, and ability to answer questions.	10	8
Teamwork & Participation	Equal involvement of team members, coordination, and collaboration.	5	3
Overall Impact	Effectiveness of analysis in conveying the business situation.	5	3

Total Marks: 44/60

Evaluator's Feedback


Strengths of the Presentation: DEPTH OF ANALYSIS & CREATIVITY

DEPTH OF ANALYSIS & CREATIVITY

Areas for Improvement:

LACKING PERSONALISED ATTENTION

Evaluator's Signature:


23/08/25

Outcome:

1. The SWOT analysis session enabled BBA students to understand and apply the concepts of strengths, weaknesses, opportunities, and threats in a practical context.
2. Students developed analytical and strategic thinking skills by evaluating real-life business situations and identifying key internal and external factors affecting organizational performance.

Impact:

1. The activity enhanced students' decision-making abilities and prepared them to approach business challenges with a strategic mindset.
2. It encouraged teamwork, critical evaluation, and problem-solving, helping students relate theoretical knowledge to practical business scenarios effectively.


COORDINATOR


DIRECTOR