**Business**

**Week 26**

**Lesson 1 : SWOT Analysis**  
**Objective:** Learn to develop strategic plans using SWOT analysis.

**Key Concepts**

1. **What is SWOT Analysis? (SWOT分析)**
   * A tool to evaluate a business’s position and plan strategically.
   * Stands for:
     + **Strengths:** Internal advantages (e.g., strong brand).
     + **Weaknesses:** Internal challenges (e.g., limited budget).
     + **Opportunities:** External possibilities (e.g., new markets).
     + **Threats (威胁):** External risks (e.g., competition).
2. **Why Use SWOT?**
   * Helps identify what a business does well and where it can improve.
   * Guides planning by matching strengths to opportunities and addressing threats.
3. **Example**
   * A coffee shop:
     + Strengths: Unique flavors.
     + Weaknesses: Small staff.
     + Opportunities: Growing demand for specialty coffee.
     + Threats: New competitor nearby.

**Practice Activities**

**Activity 1:**

**Research a Real SWOT Case – (13 min)**

* **Task:** Use your phone or a resource to find a real company (e.g., Apple, Starbucks) and identify one strength, weakness, opportunity, and threat. Summarize in 4 sentences.
* **Write your answers below:**

**Activity 2: Write an Imaginative SWOT – (12 min)**

* **Task:** Imagine a small business, write a SWOT analysis with 2 points for each category (S, W, O, T).
* **Question:** What is one strategy this business could use based on your SWOT?
* **Write your answers below:**

Strengths:

Weaknesses:

Opportunities:

Threats:

Strategy:

**Takeaway Questions**

1. How can Strengths help a business take advantage of Opportunities?
2. Why is it important to know a business’s Threats?

**Homework/Extra Practice**

* **Task:** Choose a local business you know. Write a 5-sentence SWOT analysis (one sentence per S, W, O, T, plus one strategy).

**Lesson 2 Handout: Strategic Decision-Making**  
**Objective:** Understand how to make informed strategic business decisions.

**Key Concepts**

1. **What is Strategic Decision-Making? (战略决策)**
   * Choosing actions that shape a business’s future.
   * Involves:
     + **Goals:** What the business wants to achieve.
     + **Data:** Facts and trends (e.g., sales numbers).
     + **Risk (风险):** Weighing potential downsides.
2. **Steps in Decision-Making**
   * Identify the problem.
   * Gather information.
   * Evaluate options.
   * Choose and act.
3. **Example**
   * A store sees declining sales.
   * Options: Lower prices, advertise more, or sell online.
   * Decision: Advertise more, based on data showing customer interest.

**Practice Activities (20 minutes)**

**Activity 1: Write an Imaginative Decision Scenario – (10 min)**

* **Task:** Imagine a business facing a challenge (e.g., a restaurant losing customers). Write a 4-sentence scenario: What’s the problem? What are two options? What’s your decision and why?
* **Write your answers below:**

**Activity 2: Research a Real Decision Case – (10 min)**

* **Task:** Find or imagine a business decision (e.g., a company launching a product). Write a 3-sentence summary: What was the decision? What info was used? What was the outcome?
* **Write your answers below:**

**Takeaway Questions**

1. Why is data important in making strategic decisions?
2. How can risks affect a business’s choice?

**Homework/Extra Practice**

* **Task:** Imagine you run a small shop. Write a 5-sentence decision-making plan: Pick a problem, list two options, choose one, and explain why using imaginary data. Due next class.