Romanian Universities Swot Analysis

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Abstract: - The SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis has been a useful tool for sales, profitability and product development. This article proposes the application of the SWOT tool for auditing an university and its environment. It is the first stage of planning and helps education marketers to focus on key issues. The process of utilizing the SWOT approach requires an internal survey of strengths and weaknesses of the university and an external survey of threats and opportunities. SWOT analysis is a useful way of examining current university environmental conditions around educational programs offerings.

Key-Words: SWOT analysis; strengths; weaknesses; opportunities; threats.

1 Introduction
The SWOT analysis tool is great for developing an understanding of an organization or situation and decision-making for all sorts of situations in business, organizations and for individuals. The SWOT analysis headings provide a good framework for reviewing strategy, position and direction of a company, product, project or person (career).

Doing my SWOT analysis (table 1.) can be very simple, however its strengths lie in its flexibility and experienced application. This SWOT Analysis is a tool used by me for understanding an university's strengths, weaknesses, opportunities and threats. According wit the Table.1, strengths and weaknesses are university’s internal factors and opportunities and threats are university’s external factors. The purpose of this paper is to demonstrate how SWOT can be used by universities’ administrators to analyze and initiate new program offerings in education.

<table>
<thead>
<tr>
<th>INTERNAL Origin facts/ factors of the university</th>
<th>POSITIVE/ HELPFUL to achieving the goal</th>
<th>NEGATIVE/ HARMFUL to achieving the goal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strengths Things that are good now for university, maintain them, build on them and use as leverage</td>
<td>Weaknesses Things that are bad now for university, remedy, change or stop them.</td>
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</tbody>
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| EXTERNAL Origin facts/ factors of the environment in which the university operates | Opportunities Things that are good for the future of university, prioritize them, capture them, build on them and optimize | Threats Things that are bad for the future of university, put in plans to manage them or counter them |

2 Romanian Universities Swot Analysis
Management tools originally intended for industry can frequently be tailored for application in education due to fundamental similarities in the administrative duties of the respective administrators.

2.1 Aim of Romanian Universities SWOT Analysis
I think that the aim of Romanian Universities SWOT Analysis is listed as follows:
1. Reveal Romanian Universities competitive advantages
2. Analyze Romanian Universities’ prospects for learning development;
3. Prepare Romanian Universities for future problems;
4. Allow Romanian Universities for the development of contingency plans.

This SWOT Analysis is considered a process to identify where Romanian Universities are strong and vulnerable - where they should defend and attack. The result of the process is a “plan of action”. Done properly,
my SWOT analysis will give us a possible big picture of
the most important factors that influence survival and
future development of Romanian Universities, as well as
a plan to act on. SWOTs can be performed by the
individual university’s administrators or in assigned
groups within or off institutions (outsourcing groups).
Group techniques are particularly effective in providing
structure, objectivity, clarity and focus to discussions
about strategy which might otherwise tend to wander or
else be strongly influenced by politics and personalities.
The groups have to be based on the persons who tend to
be the most participative and receptive to new ideas. The
SWOT should cover all of the following areas:

Internal environment of the University
1. Faculty members;
2. Learning assets (classrooms, laboratories and facilities
for learning environment);
3. Current students;
4. Operating budget;
5. Universities management;
6. Research programs;
7. Administrative personnel;

External environment of the University
1. Prospective employers of graduates;
2. Parents and families of students;
3. Competing Universities (Romanian and abroad);
4. Potential students
5. Preparatory high schools;
6. Romanian population demographics;
7. Private or state funding institutions

3 The Internal Survey of Romanian Universities Weaknesses and Strengths
Historically, administrators seek to attract students to
their universities’ programs by increased promotional
and advertisement efforts without paying any heed to
their institution's strengths and weaknesses. If, indeed,
such internal audits are carried out, areas requiring some
changes reveal themselves. Furthermore, the potential
and possibilities for new services and programs may also
emerge. Making a list of internal weaknesses of
Romanian Universities I have revealed areas that can be
changed to improve the Universities’ Learning System
and also, some things that are beyond control.
The discovered inherent weaknesses of Romanian
Universities are listed as follows:
1. Universities management lack of flexibility and
adaptability;
2. Lack of strategic vision of the Universities
management;
3. Sub-standard learning assets (classrooms, laboratories
and facilities for learning environment);
4. Weak preparedness in the field of Information
Technology of Faculty members;
5. Faculty members and graduates brain drain from
Romania to very developed countries
6. Low administrators and faculty morale;
7. Poor buildings infrastructure;
8. Universities damaged reputation.
9. Scarce education resources;
10. Location of the Universities within the community;
11. Limited political support from political leadership;
12. Administrators lack of marketing expertise.

The discovered potential strengths of Romanian
Universities are listed as follows:
1. Universities growing and changing as a consequence
of the knowledge they themselves are producing;
2. Open Source and Open Courseware movement
applied in Romanian Universities.
3. The greater cross-cultural mixing and exchange of
experiences between Romanian Universities and other
foreign Universities.
4. Articulation with other foreign and local universities
which would enable students to transfer course credits
according with Bologna Statements;
5. A reasonable tuition fee charged from students;
6. A strong and dedicated faculty members with a high
morale;
7. Location of the Universities within the community;
8. A strong reputation for providing the education and
training required to get entry-level employment;
9. The systemic use of information revolution within
Universities classrooms, laboratories and administrative
offices.

4 External Surveys of Romanian Universities Threats and Opportunities
The external look is complementary to the internal self-
study in a SWOT analysis.
National and European Union influences as well state
and local concerns are of paramount importance when
deciding what new education programs need to be added
or which existing ones need to be modified or removed.

The discovered potential threats of Romanian
Universities are listed as follows:
1. A new state/private high-level competitors in local
education field;
2. An anticipated cut in Romanian state budget can have
a significant impact on implementing a high-budget
program. Increasingly, restrictive budgets for Romanian
education are a rule rather than an exception;
3. The technology and knowledge gaps between very developed countries and Romania;
4. The negative impacts of the brain drain from the Romania to the rich countries and from disadvantaged to advantaged Romanian counties;
5. Globalization of the market for Romanian students;
6. Future students’ access to the new knowledge is unequal and the gaps between Romanian rural and urban zones are widening. In addition, a decreasing number of high school graduates in the Romanian counties may pose a considerable threat by way of reduced student demand for some planned programs;
7. High level of poverty in some Romanian counties.
8. Complete loss of some industrial market segments in the last 20 years and as a consequence loss of tradition & highly specialized personnel;

The discovered potential opportunities of Romanian Universities are listed as follows:
1. Use of Information Technology (IT) and Cyberspace as a tool for learning. Many online courses attract an international body of students. Information technologies change not just the way students can be taught but also the ways in which education is provided and the content of training and research;
2. IT is increasingly becoming part of training in schools; it is an expanding channel for distance education and a new opportunity for potent actors, private as well as public, at the national as well as the international level;
3. Changing role of the faculty members. Needs for e-learning skills and to develop off-campus provision;
4. Movement to a student-centered pedagogy;
5. Romanian universities participation for forming partnerships or consortia with great outcomes: sharing resources, costs and infrastructure to deliver e-learning; competing with international providers; reducing duplication among existing universities;
6. Rapid development of global market in higher education, affecting Romanian Universities’ curricula and research agendas, but also standards, accreditation and quality assurance;
7. Multicultural education for Romanian minorities as a part of society;
8. Educational opportunities addressing the needs and demands of the growing numbers of older Romanian citizens;
9. Establishing better links between education and the Romanian economy, and between education and the globalizing world of workforce;
10. Globalization - using the education system itself not just to transmit the general body of science, which can be used in all places, but also to preserve variety and the richness of Romanian heritage - languages, artistic expressions, lifestyles - in a world becoming more homogeneous as a “global village”.

3 Conclusion

Education is the critical component which provides skilled workers, administrators, technicians, engineers, doctors and nurses; indeed, to manage all sectors of the modern economy by applying advanced knowledge, a well-functioning education system is mandatory and higher education has an important role to play. Higher education has a pivotal role to play in the renewal of educational systems and development in general, because of its role and the influence of its institutions and programmes on all societal activities

Use of the Internet in Romanian Universities is considered as the heart of the second wave in the information revolution. The Internet has improved access to knowledge and it has reduced the costs of transmission and provoked the systematic enriching of new products and services by scientific knowledge. The level of knowledge accumulated in Romanian Universities is converted into new applications and new wealth at a faster rate than ever before.

The Romanian faculty members need to face new current challenges and opportunities as follows: more individually tailored courses; targeted topics; private or state companies - specific case studies; culturally adapted material; “learning object” new concept (a short piece of learning material that can be combined with others to form a course or learning module); teacher acting as “the guide on the side” in “student centered education system” (earning in this setting requires that the student take more responsibility for his or her own learning and take an active role in the learning process); team working.

References:


