

**CREATING SHARED VALUE, CHALLENGES, INSTIGATORS AND SWOT
ANALYSIS OF CONSTRUCTION SMES TOWARDS STRATEGIC DEVELOPMENT
OF SUSTAINABLE ENTERPRISES**

Academia de Software

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> • Specialised Training Staff • Advanced/Current Technological Infrastructure • Partner Network • Up-to-date and market-aligned courses 	<ul style="list-style-type: none"> • High Cost of Courses Taught • Lack of Diversity in Courses • Outdated Programme Content • Limited access to financial resources
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • Growing Demand for Technology Professionals • Partnerships with Companies/Organisations • Distance Learning and Online Courses • Scholarship and Funding Programmes 	<ul style="list-style-type: none"> • Competition with Other Educational Institutions • Rapid technological change • Job Placement Challenges • Public Funding Limitations

STRENGTHS Forças	WEAKNESSES Fraquezas
<ul style="list-style-type: none"> • Specialized Training Staff • Advanced/Current Technological Infrastructure • Partner Network • Up-to-date and market-aligned courses 	<ul style="list-style-type: none"> • High Cost of Courses Taught • Lack of Diversity in Courses • Outdated Program Content • Limited access to financial resources
OPPORTUNITIES Oportunidades	THREATS Ameaças
<ul style="list-style-type: none"> • Growing demand for technology professionals • Partnerships with Companies/Organizations • Distance Learning and Online Courses • Scholarship and Financing Programs 	<ul style="list-style-type: none"> • Competition with other educational institutions • Rapid technological change • Job placement challenges • Public funding limitations

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