

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

Academia de Software

STRENGTHS	WEAKNESSES
 Specialised Training Staff Advanced/Current Technological Infrastructure Partner Network Up-to-date and market-aligned courses 	 High Cost of Courses Taught Lack of Diversity in Courses Outdated Programme Content Limited access to financial resources
OPPORTUNITIES	THREATS
 Growing Demand for Technology Professionals Partnerships with Companies/Organisations Distance Learning and Online Courses Scholarship and Funding Programmes 	 Competition with Other Educational Institutions Rapid technological change Job Placement Challenges Public Funding Limitations
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STRENGTHS Forças	WEAKNESSES Fraquezas
Specialized Training Staff	High Cost of Courses Taught
 Advanced/Current Technological 	 Lack of Diversity in Courses
Infrastructure	 Outdated Program Content
Partner Network	 Limited access to financial resources
 Up-to-date and market-aligned courses 	
OPPORTUNITIES Oportunidades	THREATS Ameaças
Growing demand for technology	Competition with other educational
professionals	institutions
Partnerships with	Rapid technological change
Companies/Organizations	 Job placement challenges
Distance Learning and Online Courses	Public funding limitations
Scholarship and Financing Programs	
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