SWOT analysis is a [framework](#) for identifying and analyzing an organization's strengths, weaknesses, opportunities and threats. These words make up the SWOT acronym.

SWOT analyzes the internal and external environment and the factors that can impact the viability of a decision.

CREATING
SHARED VALUE @VET

STRENGTHS	WEAKNESSES
- Recognition and reputation of graduates; - High employability rate; - Up-to-date programmes; - Qualified teaching staff; - Proximity to the business community; - Student identification with the institution; - Excellent relationships between teachers and students; - Organisational efficiency; - Location of facilities (excellent accessibility); - Value of tuition fees (competitive fees); - Diversity of training programmes in ICT; - Existence of residences for ISTEC LISBOA students located within the Academic Campus. - Accumulated know-how in distance learning methodologies and a strong capacity to organise and structure higher education in e-learning modalities.	- Medium/Low international mobility of teachers and students; - Medium/Low applied research; - Vulnerability of students and their families to negative economic cycles.
OPPORTUNITIES	THREATS
- Lifelong learning; - Policies to increase qualifications; - New higher vocational technical courses; - Growth in demand for ICT professionals (programming, networks, robotics, artificial intelligence and cybersecurity); - The existence of target audiences other than traditional higher education students, with specific needs that can be met with well-structured and efficient distance learning. and efficient distance learning.	- High unemployment rates that can affect students' families; - Unfavourable demographic trends; - High supply of higher education in the ICT area. The aim was therefore to create a basic scenario that would allow us to understand, analyse and put into perspective the strategic points that are really important and that translate into vulnerabilities or advantages.