

## **SWOT Analysis for Physical Education in Scientific and Applied University, Iran**

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### **Abstract**

The use of strategic planning strategies is one of the most important measures to carry out the mission of sports and effectiveness of its activities in University of Applied Sciences. The present study considered SWOT analysis for physical education in the scientific and applied university in Iran in 2015. It is a descriptive and applied study carried out as a field study.

**Keywords:** SWOT Analysis, Physical Education, Scientific and applied university, Iran

## 1. Introduction

To survive and grow in today's changing, competitive, and unstable environment, the organizations should inevitably accept the strategic management process and central strategies (3, 9, and 11).

If the objectives of an organization are not determined, the organization will not know where to go. If the goals will be determined but the program will not be provided, the organization will not know how to achieve the objectives. Therefore, if a system wants to be successful, it should have objectives and determine how and when to achieve them. According to the program, it will move toward objectives and monitor its actions to identify possible deviations and modify them (14).

In today's world, the changes, developments, and competitions in various fields are remarkable. The organizational systems should use futuristic and environment-oriented programming to be successful. In addition to identifying environmental factors, this program determines their long-term impact on organization and their interaction with organization. This is, in fact, strategic planning which investigates the internal (strengths and weaknesses) and external (opportunities and threats) environments. Considering the organization's vision and mission, it sets long-term goals for organization. To achieve these goals, it chooses the strategies which allocate organization's limited (financial, human, facilities) resources to one of prioritized activities. Therefore, the best results and highest efficiency will be achieved without wasting time and resources (13, 7).

The use of strategic planning strategies is one of the most important measures to carry out the mission of sports and effectiveness of its activities in University of Applied Sciences. The strategic planning helps this organization to maintain its internal state in changing environment. Bryson (1998) believes that strategic planning helps organizations to predict environmental changes and respond effectively to them. Regarding the development report of institutions and bodies which use strategic planning, University of Applied Sciences is not an exempt. To make progress in every field, it requires a strategic planning, especially in sport field. This will be addressed in present study (6).

The collegiate athletic has also identified the need for a program to determine short-term and long-term goals for improvement in this area. Also, some measures have been taken to avoid wasting limited resources. Many academic studies have been conducted in this area; some of them will be mentioned in the following.

Hamidi et al (2010) stated that Iran' collegiate athletics strategies include establishment of a national non-governmental body for intercollegiate athletics, establishment of provincial body, strengthening international relations and taking seats, strengthening public relations, structural changes, recruitment of specialists, structural promotion of sports in universities, and interaction with physical education faculties without overlapping of functions (8).

It is obvious that the strategic planning plays an important role in development of sports. The University of Applied Sciences is one of the active centers in collegiate athletic, plays a significant role in training heroes and athletes, and should continue its successes. However, this study aims to develop a strategic program for collegiate athletics in University of Applied Sciences.

Given the importance of strategic planning in development of different areas including sports, it seems necessary to pay attention to it, specifically in collegiate athletics. This will prevent from bias in sport. The collegiate athletics should be developed for sports development in countries and implementation of macro sports programs. In this regard, University of Applied Sciences also requires strategic plan to direct short-term and long-term sports objectives, encourage more students to participate in recreational classes and upcoming tournaments, and does not fall behind other similar universities and institutions including public universities and Islamic Azad Universities.

## **2. Research Methodology**

This was applied descriptive strategic case study. The population consisted of managers and experts in department of physical education in University of Applied Sciences, managers and experts in selected faculties of Universities of Applied Sciences, and faculty members of physical education who were aware of activities of Department of Physical Education in University of Applied Sciences (N=60). Given the limited size of population, all of them were

considered as sample. However, an open-ended questionnaire was used to determine strengths, weaknesses, opportunities, and threats of Sports Department in University of Applied Sciences. The questionnaires were distributed among the sample. After collecting them, the internal and external factors were extracted with the help of supervisor and advisor professors. The descriptive statistics was used to determine strengths, weaknesses, opportunities, threats, strategic position, and desirable position.

### **3. Findings**

Weaknesses of Physical Education Department in University of Applied Sciences:

Totally, seven strengths were determined for physical education in Applied Science University including lack of physical education expert in provincial branches of university, lack of determined per capita in centers of universities and unspecified budget for physical education programs in Student Department, lack of proper organization and structure of physical education in central organization, lack of program-oriented activities and lack of a comprehensive plan for physical education in universities, weaknesses in implementation of sport activities inside the university centers, lack of a Supreme Council for collegiate athletics in University of Applied Sciences, and lack of sport facilities and spaces in universities.

Opportunities of Physical Education Department in University of Applied Sciences:

Totally, four strengths were determined for physical education in Applied Science University including: this university is not affiliated to government and may use the funds of private sector, there are various social needs in physical education whose specialized courses and training are not provided in universities, the presence of scientific and applied academic centers in ministries lead to constructive engagement of this university with ministries, and sports federations and organizations try to take the license of establishing applied research centers in different sports.

Threats of Physical Education Department in University of Applied Sciences:

Totally, five strengths were determined for physical education in Applied Science University including lack of enough attention of Sciences Ministry to Scientific and Applied University, ignorance of physical education and sport in Ministry of Higher Education, structural decline of

physical education in Ministry of Science, Research, and Technology, successive changes in management in University of Applied Sciences, and non-active leisure time of students due to irregular use of new technologies and mobile.

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