

SWOT Analysis

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SCHOOL OF FOREIGN LANGUAGES 2025 SWOT ANALYSIS

STRENGTHS + A management approach that fosters teamwork, collaboration, openness to development and innovation, supports academic and administrative staff, and maintains active dialogue with students. + An environment that enables postgraduate studies thanks to a reasonable teaching load per academic staff member. + Support in data collection and implementation for academics wishing to conduct scientific research and projects within an approach that prioritizes academic development. + Effective and efficient teaching and learning activities supported by an academic staff specialized in different disciplines of educational sciences. + Inclusiveness ensured through the features of an accessible, disability-friendly building. + Basic physical facilities necessary for language teaching. + Harmonious and collaborative working practices among administrative and academic staff who have worked together for a long time. + The implementation of teaching and learning activities through a system that is independent of individuals and has a high capacity for adaptation. + Previous attainment of international quality assurance (2021 Pearson Assured). + The opportunity to study a second foreign language (German, French, Spanish) in addition to English preparatory education.	WEAKNESSES -The limited number of departments at our University requiring compulsory preparatory education. -The insufficient number of student development activities. -The absence of a large conference hall in our building, which necessitates the use of facilities belonging to other units for high-attendance events. -The limited number of social contribution projects produced. -The lack of fixed computers in classrooms needed to support the effective implementation of language teaching through modern methods. -The absence of personnel to be trained to ensure the smooth continuation of administrative processes and to replace qualified administrative staff who may leave due to retirement or reassignment in the future.
+ The need for organizing a greater number of training activities for trainers (train-the-trainers programs). + The potential of academic staff with advanced foreign language proficiency and Erasmus Programme mobility experience to contribute to international projects. + The potential to enhance educational quality through the use of interactive digital platforms such as Mentimeter, Quizzes, and Kahoot, provided institutional access is ensured. OPPORTUNITIES	-A potential decrease in the number of students opting for voluntary preparatory education due to socio-economic factors. -The possible departure of lecturer staff who complete their doctoral studies, as they may apply for faculty positions in other departments or universities due to the lack of academic promotion opportunities within the School of Foreign Languages. -Limited access to new technological resources used in language education due to increasing costs. THREATS