A Performance Assessment of Intramural Department in the Islamic Azad University of District 8 based on SWOT Model

Hossein Allahyari (M.Sc)
Department Of Physical Education and sport science, Zanjan Branch, Islamic Azad University, Zanjan, Iran

Seyed Hossein Mousavi (M.Sc)
Department Of Physical Education and sport science, Zanjan Branch, Islamic Azad University, Zanjan, Iran

Masume Heidary (B.A)
Zanjan, Iran

Abstract

The purpose of this study was to evaluate the intramural department in the Islamic Azad University of district 8 based on SWOT Model. The statistical population was all university students in this area of whom 750 people were selected randomly based on Morgan sample size table. Results showed that students believed using the SWOT assessment model can be effective. It also became clear that the students’ involvement in the implementation of appropriate sporting activities and facilities could be the opportunities and strengths of these programs. Lack of attention to the needs of students in planning activities along with the use of doping cases in the students were the most important weakness and threats of intramural activities in those universities.

Keywords: Intramural Activities, SWOT

Introduction

Strategic planning is defined as a process through which organizations can analyze and recognize their external and internal environments. In addition, strategic planning can, in turn, create strategies to help attain pre-determined goals. The studies show that the organizations which take strategic planning into account enjoy better performance than their counterparts. There are various models as for strategic planning of which SWOT matrix is of practical importance. The matrix of strength, weakness, opportunity and threat areas is considered one of the most significant tools help the management compare the data so that they can develop 4 types of strategies namely as SO, OW, ST and WT strategies. Comparing the main internal and external factors is regarded as the most complicated task of SWOT matrix development. Implementing SO strategies, an organization tries to make use of external
opportunities taking advantage of internal strengths. All managers prefer to consider internal strengths so as to considerably exploit external procedures and events. Generally, to achieve the afro-mentioned target, the organization applies WO, ST and WT strategies which, in turn, help them execute SO strategies. The purpose behind OW strategies is to help an organization improve its internal weaknesses using the existing opportunities in the external environment. Implementing ST strategies, an organization tries to minimize the present threats in the external environment through its strengths. Also, Considering WT strategies, organizations take defensive position so that they can minimize the internal weaknesses and prevent threats resulting from external environment. An organization facing internal weaknesses and threats from external environment is in highly weak place. In fact, it tries to reduce the internal weaknesses and external threats to gradually attain optimal positions in which it can, ultimately, apply ST, OW and even SO strategies. Developing vision and missions is a main focus of many strategic planning models.

**Methodology**

The Research was of applied type taking the quantitative and qualitative archival documentation, interest groups and Elite surveys through Delphi method into consideration and holding strategic meetings With National Olympic Committee Officials. In the survey design, we administered a researcher-made questionnaire containing close and open-ended questions along with PEST SCAN whose validity and reliability were confirmed. The statistical population were all university students in this area of whom 750 people were selected randomly based on Morgan sample size table

**Results and Conclusion**

Based on the results of the research, administrators and athletic directors are facing various challenges in terms of planning. Sometimes stable and predictable environment entails stable planning and sometimes it’s a dynamic and unpredictable environment, but what is important for sport managers is that they should have sufficient understanding of the strengths, weaknesses, threats and opportunities in all circumstances to plan the best for their organization.
The following table presents the results of the study:

<table>
<thead>
<tr>
<th>Strengths</th>
<th>Weaknesses</th>
<th>Opportunities</th>
<th>Threats</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Students' involvement in extracurricular programs</td>
<td>- Lack of adequate sports facilities in some universities</td>
<td>- Use of professional sports managers in the universities</td>
<td>- Study and work-related stress imposed on students</td>
</tr>
<tr>
<td>- various programs and courses in various sports</td>
<td>- Lack of proper planning for activities in coordination with students' leisure time</td>
<td>- Use of private sports facilities available in the vicinity of universities</td>
<td>- Increased drug use among students</td>
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<tr>
<td>- students' interest in exercise</td>
<td>- Limitation of sports</td>
<td>- Use of Physical Education Offices' facilities</td>
<td>- Increased use of doping substances among students</td>
</tr>
<tr>
<td>- good sporting facilities in some colleges</td>
<td></td>
<td>- Champions involvement in the university sports teams</td>
<td>- Lack of adequate sports facilities for exceptional students</td>
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The goal of any organization is moving from any position in the matrix SWOT to the SO region. If organizations are able to identify their weaknesses and seek to resolve their cases, they even can afford to convert them into strengths.

The results show that increasing the conceptual, technical and human management skills can make intramural managers' activities effective. The needs and demands of students aligned with the appropriate type of intramural sports programs may be useful in these circumstances.

Reviewing internal and external environments of Physical Education departments in the universities through SWOT analysis can flourish these activities. This method allows comparison of factors and bottlenecks, threats, harmful aspects of the organization, opportunities, demand and opportunities associated with the external environment. Hence, organizations need to review the strengths and weaknesses, identify and classify aspects of the strengths and weaknesses and the opportunities and threats that exist in the external environment.
References


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