

Business Administration – Strategic Management – Strategic Analysis – SWOT Analysis

Task 1: The following table shows the SWOT analysis of the company. Please analyze the table and answer the questions below.

Strengths	Weaknesses	Opportunities	Threats
1. Strong brand name	1. Limited financial resources	1. Growing market demand	1. Intense competition
2. High customer loyalty	2. Outdated technology	2. Favorable government policies	2. Rapidly changing market conditions
3. Experienced management team	3. Limited R&D budget	3. Emerging markets	3. Regulatory changes
4. Strong distribution network	4. Limited marketing budget	4. Favorable demographics	4. Economic downturn
5. High production efficiency	5. Limited talent pool	5. Favorable exchange rates	5. Supply chain disruptions

Task 2: Please identify the internal and external factors that are most critical for the company's success.

Task 3: Please identify the internal and external factors that are most critical for the company's failure.

Task 4: Please identify the internal and external factors that are most critical for the company's growth.

Task 5: Please identify the internal and external factors that are most critical for the company's sustainability.

Task 6: Please identify the internal and external factors that are most critical for the company's innovation.

Task 7: Please identify the internal and external factors that are most critical for the company's profitability.

Task 8: Please identify the internal and external factors that are most critical for the company's market share.

Task 9: Please identify the internal and external factors that are most critical for the company's customer satisfaction.

Task 10: Please identify the internal and external factors that are most critical for the company's employee satisfaction.

Task 11: Please identify the internal and external factors that are most critical for the company's social responsibility.

Task 12: Please identify the internal and external factors that are most critical for the company's environmental impact.

Task 13: Please identify the internal and external factors that are most critical for the company's ethical behavior.

Task 14: Please identify the internal and external factors that are most critical for the company's corporate governance.

Task 15: Please identify the internal and external factors that are most critical for the company's stakeholder relationships.

Task 16: Please identify the internal and external factors that are most critical for the company's risk management.

Task 17: Please identify the internal and external factors that are most critical for the company's crisis management.

Task 18: Please identify the internal and external factors that are most critical for the company's reputation management.

Task 19: Please identify the internal and external factors that are most critical for the company's brand management.

Task 20: Please identify the internal and external factors that are most critical for the company's product management.

Task 21: Please identify the internal and external factors that are most critical for the company's sales management.

Task 22: Please identify the internal and external factors that are most critical for the company's marketing management.

Task 23: Please identify the internal and external factors that are most critical for the company's human resources management.

Task 24: Please identify the internal and external factors that are most critical for the company's financial management.

Task 25: Please identify the internal and external factors that are most critical for the company's operations management.

Task 26: Please identify the internal and external factors that are most critical for the company's information management.

Task 27: Please identify the internal and external factors that are most critical for the company's legal management.

Task 28: Please identify the internal and external factors that are most critical for the company's compliance management.

Task 29: Please identify the internal and external factors that are most critical for the company's quality management.

Task 30: Please identify the internal and external factors that are most critical for the company's project management.

Task 31: Please identify the internal and external factors that are most critical for the company's change management.

Task 32: Please identify the internal and external factors that are most critical for the company's organizational structure.

Task 33: Please identify the internal and external factors that are most critical for the company's organizational culture.

In a nutshell, this course will focus on two topics:

1. Extension of simple and multiple linear regression models including
 - Random effects
 - Model Selection and Regularization
 - Splines and generalized additive models
2. Methods of Bayesian inference including
 - One and two parameter models
 - Prior selection
 - Regression models
 - Hierarchical models
 - MCMC

We will focus on the applied aspects of these methods looking at how to fit appropriate models using packages R and how to interpret the output, and avoiding the technical aspects of the computational methods underneath as much as possible. We will also practice writing statistical reports.

Contingency plan for an in-person class pivoting to 100% online learning

In the event of a COVID-19 resurgence during the course that necessitates the course delivery moving away from face-to-face interaction, affected course content will be delivered entirely online, either synchronously (i.e., at the times indicated in the timetable) or asynchronously (e.g., posted on OWL for students to view at their convenience). The grading scheme will **not** change. Any remaining

STAT 9864A

The overall course grade will be calculated as listed below:

Assignments	75%
Final Project	25% (10% proposal + 15% final report)

Assignments

There will be 5 assignments in the course. Each assignment will be based on the material from two computing labs and will require you to analyse data in R using the methods presented to generate and interpret relevant output. Assignments should be submitted as PDF documents created using RMarkdown (or quarto or knitr). The following is a tentative schedule of the assignment due dates and topics:

Assignment #1: January 30

- Linear Regression and Random Effects
- Writing: Results

Assignment #2: February 13

- Spatial Modelling and Cross-Validation
- Writing: Methods

Assignment #3: Mar 6

- Shrinkage Methods, PC Regression, and PLS
- Writing: Conclusions

Assignment #4: Mar 20

- Basis Functions, Regression Splines, and Smoothing Splines
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missed. If you are unable to meet a course requirement due to illness or other serious circumstances, please follow the procedures below.

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Each assessment in this course is worth more than 10% of the final course grade and so you must provide valid medical or supporting documentation to the Academic Counselling Office of your Faculty of Registration as soon as possible if you are unable to submit an assignment or the final project on time.

https://www.uwo.ca/univsec/pdf/academic_policies/appeals/accommodation_medical.pdf.

The Student Medical Certificate is available at

https://www.uwo.ca/univsec/pdf/academic_policies/appeals/medicalform.pdf.

If accommodation is granted then you will be able to submit your assignment or the final project late without penalty. The length of the accommodation will be determined by the academic counsellor.

Assignments that are submitted late without an extension or past the accommodation deadline will be penalized 10% per day. Assignments submitted 5 days past the original due date will receive a grade of 0.

I will provide 3 grace days that may be used for any assignment but not the final project (proposal or report). Please notify me when you wish to use one of your grace days.

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Please let me know as soon as possible if you are unable to submit work on time.

Assignments that are submitted late without an extension or past the accommodation deadline will be penalized 10% per day. Assignments submitted 5 days past the original due date will receive a grade of 0.

I will provide 3 grace days that may be used for any assignment but not the final project (proposal or report). Please notify me when you wish to use one of your grace days.

7. Accommodation and Accessibility

Religious Accommodation

When a course requirement conflicts with a religious holiday that requires an absence from the University or prohibits certain activities, students should request accommodation for their absence in writing at least two weeks prior to the holiday to the course instructor and/or the Academic Counselling office of their Faculty of Registration. Please consult University's list of recognized religious holidays (updated annually) at

<https://multiculturalcalendar.com/ecal/index.php?s=c-univwo>.

Accommodation Policies

Students with disabilities are encouraged to contact Accessible Education, which provides recommendations for accommodation based on medical documentation or psychological and

cognitive testing. The policy on Academic Accommodation for Students with Disabilities can be found at:

[https://www.uwo.ca/univsec/pdf/academic_policies/appeals/Academic
Accommodation_disabilities.pdf](https://www.uwo.ca/univsec/pdf/academic_policies/appeals/Academic_Accommodation_disabilities.pdf)

Please contact the course instructor if you require lecture or printed material in an alternate format or if any other arrangements can make this course more accessible to you. You may also wish to contact Accessible Education at

http://academicsupport.uwo.ca/accessible_education/index.html

if you have any