

Swot analysis of karaca language school education essay

[Education](#)



**ASSIGN
BUSTER**

1. 1 INTRODUCTION

Everyone agrees that successful schools are desirable: however, what constitutes a 'successful' school and what contributes to its effectiveness and improvement are the issues that need to be considered. Karaca Language School is one of those schools trying to improve and it surely has its strengths and weaknesses. This paper will look into the current situation of Karaca Language School using a SWOT analysis, identify one area which needs improvement, develop a strategy to improve that area, and finally analyze the budget in order find out the sources to implement it.

1. 2 VISION

Karaca Language School aims to be internationally recognized as the symbol of excellence, representing Turkey as the number one destination for quality English language training. We offer our staff a range of opportunities that encourage further development in their own fields. Such training aims to keep our employees constantly up-to-date with developments in their field, allowing them to develop their personal skills and knowledge. We have objectives to raise the standards in the education industry and meet them by constantly reviewing our situation and by constantly upgrading ourselves so as to continuously provide quality service to all our students. We always seek new challenges and opportunities to ensure growth and take the business forward.

1. 2 CHALLENGES

The challenges that we might face are various. Foreign Language School business is not a new or a growing trend, and the interest shown to them has

been declining for the last 5 years. First of all, language courses are not the only places that one can learn English. We need to accept the reality of online courses and bring variety to our courses in order to keep the interest of our students. Online learning systems are on the rise and they are much cheaper. The systems are now in place, and are sufficiently reliable, that there is no real need for the learner to enter the physical building of the language school. The second challenge in the long run might be the expenses. We are an institution committed to change and life-long learning; however, it might become difficult to cover the expenses and offer what we have promised.

1.3 PRODUCTS AND SERVICES

Despite the difficulty in controlling the variables such as students' families or educational backgrounds, school effectiveness can be described as making a difference to student achievement. Therefore, in measuring school effectiveness, student achievement and improvement are matters of the utmost importance, which are considered highly significant in Karaca Language School, as well. Karaca shows the characteristics of effective schools:-Concentration on Teaching and Learning: Teacher training focuses on how to teach most effectively and student outcomes are considered the reflections of this.-Professional Leadership: Managers try to lead their subordinates in a professional manner without any prejudices or personal conflicts involved.-Learning Environment: Students are trained both academically and linguistically in an environment where they can adapt to a new culture.-High Expectations: Karaca Language School expects students to fulfill their true potential by encouraging them to study and achieve more.-

<https://assignbuster.com/swot-analysis-of-karaca-language-school-education-essay/>

Monitoring Progress: Students' written work, exam results, classroom observations of their performance and update meetings with main class teachers are some of components of this process.-Purposeful Teaching: Students are taught English for both Academic Purposes and General English, which helps them succeed in the rest of their daily or academic lives.

1. 3. 1 POINTS TO CONSIDER

From what has been mentioned above, it is clear that Karaca Language School has plenty of strengths as an organization. However, there are certain points about which it needs further improvement. One of them is the class size. There are 20 or more students in most of the classes, which makes teaching/learning really difficult. Besides, students complain about too many contact hours which demotivates them and prevents them from paying attention to lessons and studying more outside class. Besides this, lack of technology inside the classrooms is also one of the factors that discourage students from attending the classrooms actively. All these points lead to another problem, namely, students' demotivation, which will be discussed in detail in the next section. One of missions of Karaca Language School is to ensure that students reach the level of proficiency in English required for their academic lives or general purposes. During their time at Karaca, many students experience a range of problems, one of which is their lack of motivation. This is one of the most important problems both for students and for teachers due to various reasons. To begin with, motivation is a key factor determining success or failure in language learning and students who lack motivation are not willing to learn and do not pay enough attention to

lessons. Thus, they either skip classes or miss the important points in lessons even if they attend, and failure is usually inevitable for them. As a result, teaching and learning that are the priorities in an effective language school suffer because of demotivated students. To cope with this problem, first the factors making students lose their motivation need to be identified and then different ways of motivating them should be sought.

1. 4 BUSINESS STRATEGY

To contribute to the school's effectiveness and improvement, the need for change in increasing student motivation and incorporating online learning are essential. In order to manage 'change' and to improve what is done in the school, a strategy needs to be followed. The types of strategies to be employed for the change necessary to increase students' motivation are diversification and increasing effectiveness because this change will aim at developing new activities and maximize the financial results. Firstly, to deal with the problems of the repetitive nature of the themes in the lessons, offering elective courses might be useful and provide diversification. These elective courses may be related to students' interests such as management, literature, psychology, politics, cinema, etc giving basic information.

Teachers to teach these courses may volunteer and choose the field they want to teach; however, the students who want to attend these electives will not have to pay extra-fee and they will have the opportunity to choose the kind of class -psychology, cinema. Secondly, creating more enjoyable and attractive classes might be possible through the use of online resources in the classroom. With the recent development in technology, education within the classroom has evolved into a different form and Karaca needs to keep up

with the recent developments in educational technologies not to lose its potential " students". In order to tackle this problem, online learning expert might be hired and the technology used in the classrooms can be renovated.

1.5 SWOT ANALYSIS of KARACA LANGUAGE SCHOOL

Internal Factors

Strengths

Weaknesses

Curriculum

Clearly-defined objectives
Course books to match the objectives
Course maps to guide teachers
The repetitive nature of the themes

Teaching and learning

Focus on students' needs
Experienced & qualified teachers
Teacher training programs
Too many inexperienced teachers
Class size

Assessment and results

Standardized tests
Inconsistency in the challenge level of exams

Extra-curricular activities

None
Hard to organize due to the number of students and available teachers

Financial resources

Free transportation
Meal tickets for teachers
The need to invest more in technology,

Staffing, staff skills

Various training courses for staff
Good educational background
Dynamic & young staff
High number of inexperienced teachers
Too much staff turnover which may be seen as an indication of dissatisfaction

Culture

Team spirit
Welcomes change
Effective feedback mechanism

External factors

Opportunities

Threats

Technology

Computer labs
Technological devices such as laptops, projectors, tape recorders, OHPs
The possibility of technology replacing teachers in the future

Customers

Encourage the institution to improve
Losing customers because of the competition within the industry

Competitors

Increasing the standards
Competition with others resulting in high quality teaching
Good reputation
Offering more than Karaca Language School and attracting both students and teachers

1. 6 MARKETING STRATEGY

Karaca Language School has a reliable and coherent brand; yet, lacks the resources to spill the reputation over a wider area. In order to deal with this

a video can be shot and Turkish students can be shown speaking English in lessons so that our students' language acquisition can be seen more vividly, which would attract especially parents' attention. In addition, teacher training programs and the certificates Karaca Language School instructors get should be emphasized to show that they are experts at teaching EAP and General English. Expressing that these qualified teachers who have the chance to teach abroad prefer staying at Karaca and many international staff also prefer teaching here due to its professionalism may attract customers as well as potential employees in the recruitment market. Besides CDs, public relations can be another element in the marketing communications mix to establish an effective brand image. Introductory meetings can be held with potential customers (parents/students) before they make their language course choices. The school's website can be redesigned to promote it more effectively/interactively. Customers can ask questions and get immediate answers; or the school's distinctive features like language education, technology use, qualified teachers, and videos of instructors/students talking about the quality education given at Karaca Language School can be included in the website. Moreover, similar information can be put into brochures to be sent to high schools/potential students' homes to promote the school. Additionally, since instructors are the 'brand builders' and primary contact point for students, some seminars can be given to instructors as a part of induction to establish a strong corporate culture instead of waiting for them to finish training courses which create that culture in time. Also, instructors' positive approach towards students can help customers be satisfied with the organization and spread the word out.

Lastly, to retain current customers as a part of relationship marketing, certain discounts can be offered to the siblings/children of Karaca Language School students. All these can help create a more successful brand image.

1. 8 BUDGETING

1. 8. 1: Personnel Expenses

An estimated an average number of staff for different staff categories is approximately around 30 and although salaries vary depending on experience/qualifications the average of gross salaries for each category, including taxes makes \$76000. Excluding August, tickets cost around \$10. 000. Additionally, when allocated some money for severance pay each month. All these cost around \$50. 000

Recruitment

For general recruitment, newspaper/online advertisement expenses; and travel tickets, visa and accommodation expenses for international recruitment need to be considered. Considering all these, approximately \$10. 000 needs to be allocated.

Training

The number of participants in training courses is approximately 5 people. They attend online TESOL courses which makes \$7500 per year. Besides, Karaca Language School encourages its instructors to take part in seminars and workshops. The budget allocated to this end is around \$5000 annually.

1. 8. 5 Consumption

For stationery, around \$7000 is allocated yearly. Heating expenses were estimated based on the expected temperature, increasing in winter. For the same reason, drinking water will cost different each month, increasing in summer. It is estimated that electricity and water will cost approximately the same every month, except decreasing noticeably in August as there will be few people at school. Thus, all these cost around \$15. 000 yearly.

1. 8. 6 Income

Student fees are the primary source of income for Karaca Language School i. e. \$500. 000 per year. While estimating those numbers, I considered there will be 500 students all year long. The other source of income is money received from Test Centers per student. It makes around \$50. 000 per year.

CONCLUSIONThe major costs to Karaca Language School are personnel salaries and staff training, which clearly reflects its priorities, i. e. the importance given to increasing the education quality. Thus, it can be said that whenever there is an emergency, the school has money to get over it. The annual cost is around \$250. 000 and when this is subtracted from the annual income, which is \$550. 000, Karaca Language School has made a profit of \$250. 000. This amount is ideal and proves the fact that Karaca Language School has the budget to put its vision into practice and overcome the challenges waiting. This money can be used to create elective courses and part-time instructors can be to this end. In addition to this, online learning and technology can become the main priority of the school and incorporated into everyday learning at Karaca Language School. This will resolve the two problems mentioned and reshape the image of the school

<https://assignbuster.com/swot-analysis-of-karaca-language-school-education-essay/>

itself. Handy, C. & Aitken, R. (1990). Understanding Schools as Organisations. Oxford: OUP Davies, B. & Ellison, L. (1999). Strategic Direction and Development of the School. in Preedy, M., Glatter, R. & Wise, C. (Eds.), Strategic Leadership and Educational Improvement. London: Paul Chapman Publishing. Bush, T. & Bell, L. (2002). The Principles and Practice of Educational Management. London: Paul Chapman Publishing. Brand Management Techniques: Retrieved April 21, 2012 <http://www.designcouncil.org.uk/resources-and-events/business-and-public-sector/guides/the-power-of-branding/brand-management-techniques/>Current Education Challenges: School Effectiveness: Retrived April 20, 2013 <http://www.netc.org/focus/challenges/ell.php>