

# SREE VIDYANIKETHAN ENGINEERING COLLEGE

(AUOTONOMOUS)

Sree Sainath Nagar, Tirupati – 517 102



## DEPARTMENT OF INFORMATION TECHNOLOGY

### A Guest Lecture

on

### “Personality Development-SWOT Analysis”

**November 05, 2018**

**Mr. T. Uday Kiran**, Alumni of IT and Entrepreneur having three startups IVYA Solutions, GroWinUP and Sri Creatives delivered a guest lecture on 05.11.2018 for I B. Tech (IT-A) students during 11.00 AM to 1.00 PM.



**Mr. T. Uday Kiran** addressing the Students

*Department of Information Technology*

Mr. T. Uday Kiran explained how to do self-SWOT analysis, that is on:

S- STRENGTH;W- WEAKNESS; O- OPPORTUNITIES;T- THREATS

He focused on SWOT analysis for IT students in IT industry and discussed the following:

**STRENGTHS:-**

The major strength of every IT student compared to other department students is core subjects, which are taught in 4years curriculum i.e., C, JAVA, DBMS, UNIX, SE, OOAD, Computer Networks, Cloud Computing and Data Mining. No other student in engineering stream has this advantage for placements, well equipped laboratory and dedicated faculty to train them in IT domain.

**WEAKNESS:-**

Being IT students it will be tough to face placements as interviewer expects more from IT/CSE students as they are taught and trained in major areas compared to other branches. We need to prepare all major topics before getting ready for placements. Students were engaged on personality development topics i.e., assertiveness, conflict management etc. and improving communication skills.

**OPPORTUNITIES:-**

For IT students, opportunities equivalent to CSE as there is no difference in industry. A discussion was held on difference between product based and services based companies, how to approach for product based companies, how to get job opportunities, various platforms for job searching, how to enter into startups, how to run and work on your own startup, opportunities in GATE, and ISRO.

**THREATS:-**

The major threat for IT students is self esteem, you need to be more confident and expressive enough to crack interviews.



**Mr. T. Uday Kiran** explaining about importance of SWOT Analysis