SWOT analysis tool is an interactive technical note which has the objective of teaching students how to correctly use the SWOT model.

This note includes the following sections:

- What is this tool?
- Different approaches
- How to apply it?
- Advantages and disadvantages
- Key ideas
- Exercises
This technical note has comments and recommendations provided by a virtual adviser.
To conclude this technical note, a practical case with interactive exercises allows students to put into practice the SWOT analysis tool.