

Planning for case study success using the SWOT analysis - Management & Gateway

Whether you are sitting your case study exam for the first time or re-sitting, a SWOT analysis can really help you to focus on where you can improve your chances of success and provide some ideas of how you might do that. See our completed example on page 2 for ideas of what you might include.

STRENGTHS	WEAKNESSES
OPPORTUNITIES	THREATS

Strengths

Competencies where I achieved 'strong' performance or where I feel strong

Topics, models, techniques I feel confident about (list them out)

I manage my time well in the exams

I understand what the examiner is looking for

When practicing past papers, I can identify all requirements and sub requirements in the exam and provide in depth answers to all

I study with a Learning Provider/will attend a case study course of some kind

Weaknesses

Competencies where I 'failed' or where I think I might fail

Topics, models, techniques where I am not sure I know or understand enough (list them out)

I tend to run out of time and so am unable to answer all parts of all questions

I'm not familiar with the format of the exam and so will waste time trying to work things out

I haven't studied the pre-seen well enough and so will have to keep referring back to it in the exam

I know I am weak on (list topics) from my E2/P2/F2 studies and will struggle if I don't spend enough time revising these before the exam

I always hope to get lucky with the questions instead of preparing well

Other people say the case studies are 'common sense' so I risk underestimating the preparation required

It's a long time since I completed my OTs

Opportunities

(For those re-sitting) To build on competencies where I scored 'moderate'

To practice past questions to time to improve my time management in the exam

Use past exam questions alongside current pre-seen to practice applying the pre-seen to possible scenarios

Generate my own potential questions based on past questions and my knowledge of the pre-seen

I can review the Examiner's Report, Q&As from previous variants to ensure I understand what the examiner is looking for

I should review the case study [roles and responsibilities](#) document, [grade descriptors](#), [walkthrough answer](#) and how to [develop](#) and [plan](#) my answers to ensure I understand my role in the case and what a good answer looks like

I could attend a question based day/case study revision course

I could participate in the Ask an Expert sessions on CIMA connect

I could watch a [webinar](#) for MCS and Gateway students

Review the self-checklist (for [Management](#) or [Gateway](#)) and assess how long I need to prepare before my next exam

Threats

(For those re-sitting) Not spending time reviewing where I went wrong last time (e.g. not completing this SWOT) and making the same mistakes next time

Insufficient preparation (e.g. not using this SWOT approach)

Assuming I can ignore topics or techniques I am not confident about/hoping my personal 'scary' topics don't come up

Assuming that if I just keep trying I will pass at some point!

Giving up! Remember a fail is simply a First Attempt At Learning