



SWOT analysis
concerning career choice consulting skills at

Kaufmännische Schule Lörrach

with

Vocational high school

Vocational colleges

Part-time business school





INTERNAL ANALYSIS

Strengths

- teachers' hands-on experience from former apprenticeships/practical work in companies
- part-time education and thereof regular and manifold connection to companies
- integrated internships in all part-time schools
- existing cooperation with local companies (visits, job application training etc.)
- virtual company run by the students
- participation in career choice consulting by local job information centre
- attendance of lectures at local Cooperative State University (Lörrach)

Weaknesses

- regular further training for all teachers missing
- institutionalized career choice consulting structure and personal responsibility missing
- institutionalized system of international career choice contact persons missing



EXTERNAL ANALYSIS

Opportunities

- presentation of jobs/companies from current apprentices
- open market for job presentations by senior workforce/former students
- collaboration with adjacent vocational colleges specialized in social and technical issues
- cooperation with Cooperative State University in Lörrach
- make use of part-time students by letting them present their job profile to full-time students (as a graded task)
- digitalization

Threats

- rapid changes and requirements in job profiles
- students lacking future (job) prospects, being overwhelmed by possibilities
- many projects at our school right now – career consulting needs to find its place
- Lack of time for the class teacher to conduct professional and systematic career choice consulting



derivation of possible strategies:

- 1) Institutionalize the existing career consulting tools/measures by using digital platforms (Cloud etc.)
- 2) Determine the personal responsibility for the institutionalized career consulting system.
- 3) Use the existing contacts to create an open market for our students once a year.
- 4) Provide the platform for full-time students and their teachers to get a presentation of part-time students about their job profile.
- 5) Provide class teacher with sufficient time to conduct professional career consulting once a year with every student

tbd

Gracias por su atencion.

Grazie per l'attenzione.

Vielen Dank für Ihre Aufmerksamkeit.

Thank you for your attention.

