SWOT ANALYSIS	
STRENGTHS	**WEAKNESSES**

- Students
  ✓ Highly qualified and motivated new entry students (due to high competition to gain a place)
  ✓ Students from different academic backgrounds reinforce the multidisciplinary nature of the Department
 	
- Academic Staff
  ✓ Highly qualified and multidisciplinary
  ✓ Balance of research and design/ art practice
 	
-Teaching Labs
  ✓ Equipped with high technology and traditional equipment
  ✓ Offer space for students to work outside teaching hours
 	
- Research labs
  ✓ Multidisciplinary themes
  ✓ Very active with various outputs (publications, research grants, participation in exhibitions, applied work)
  ✓ Unique labs at national level
  ✓ Four labs of the Department participate in CYENS (Research Centre of Excellence in Cyprus focusing on Interactive media, Smart systems and Emerging technologies)
 	
- Programme
  ✓ Provides a unique degree developed under the supervision of experts and considering all stakeholders
  ✓ Unique programme in a Cypriot University
 	
- University and Administration
  ✓ The University is highly rated at national, European and international level, according to university rankings such as the Times Higher Education World University Rankings
  ✓ University administration infrastructure caters for most needs of the Department and students.
  ✓ University Administration Services have been awarded with Investors In People (IiP) silver label.
	- Students
	  ✓ Relatively small student intake, mainly due to the lack of space
	  ✓ Students have limited opportunities to engage with other cultures as the programme only attracts Greek speaking students
	
	- Academic Staff
	  ✓ It is not easy to get new academic staff in the Design field (Cyprus legislation for HE faculties makes this harder)
	  ✓ Shortage of academic staff in the 3rd and 4th year of study
	
	- Teaching Labs
	  ✓ No designated permanent lab-technicians (the University has already provided an intermediate solution until the permanent staff is hired)
	  ✓ Not ideal capacity in spaces that limits student intake and installation of additional in-class equipment.
	  ✓ A possible delay in renting of new spaces and equipping them as design labs and workshops could harm the quality of the offering
	
	- Programme
	  ✓ Due to low student intake, it is difficult to offer more electives for students
	  ✓ In some courses, students lack in depth expertise in favour of the multidisciplinary nature of the course.
	
	- University and Administration
	  ✓ Bureaucratic procedures
	  ✓ Heavy administration load on Faculty members

OPPORTUNITIES	THREATS

- Attract high quality students via good promotion of the programme in Lyceums and Technician schools
 	
-Highly qualified graduates
 	
- Academic Staff: opportunities for multidisciplinary collaboration, especially through the new offering which promotes experimentation in design
 	
-Hiring of new academic staff with specialisation in the field of product design (procedure in progress)
 	
- Teaching Labs
  ✓ Exploit Makerspace, workshops and infrastructure as a means for industrial collaboration/ public utilization that will attract funding
  ✓ Support and expand traditional printmaking techniques
 	
- Research labs
  ✓ Further funding
    Industrial collaboration and service provision
	- Student employment opportunities in Cyprus can become saturated in the future
	
	- The hiring of new faculty could be delayed due to external reasons e.g. approval by the Parliament (The University's Strategic Planning Committee of the University (as well as the University Senate) have agreed to support the Department with three new hirings, within 2022-2024:
	  ✓ 1. "Product Design" (Research and Teaching Staff)
	  ✓ 2. "Creative Making, Experimental Design and Digital Fabrication" (Research and Teaching Staff)
	  ✓ 3. "Technical Drawing and Advanced CAD Technologies" (Special Teaching Staff)
	
	- Not easy to hire new academic staff with expertise in such an emerging field of studies
	
	- The premises of teaching labs are not owned by the University and may have to be relocated in the future. A lot of academic time is and will be invested in setting up the spaces and they should be permanent
	
	- Not easy to introduce continuous changes to adapt the programme to new trends
	
	- University and Administration:
	  ✓ Bureaucratic procedures
	  ✓ Heavy administration load on Faculty members does not allow Faculty members to focus more on teaching and research activities
	  ✓ Dependence on state funding limits University grow