

## Swot Analysis for Employment of Graduates of Physical Education and Sport Sciences in Iran

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**Abstract :** Employment problem, especially university graduates is the most important challenges in the decade ahead. The purpose of this study is the SWOT analysis for employment of graduates of Physical Education and Sport Sciences in Iran. The sample of this research consist of 115 (35.5 + 8.0 years) of physical education and sport sciences faculty members of higher education institutions, major sport managers and graduates of physical education and sport sciences. Library method, interview and questioners were used to collect data. The questionnaires were made in four parts: Strengths, Weaknesses, Opportunities and Threats with Cronbach's alpha coefficient of 0.94. After data collection, means, standard deviation (SD) and percentage were calculated by using SPSS software. Fridman was used for the statical analysis at  $P < 0.05$ . The results showed that Employment of graduates of Physical Education and Sport Sciences in Iran Located In the worst position possible (T-W area) in Strategic Position and Action Evaluation Matrix) SPACEM), and there are more weaknesses than strengths ( $2.02 < 2.5$ ) in internal evaluation and there are more threats than opportunities ( $2.36 < 2.5$ ) in external evaluation.

**Keywords :** employment, graduate, physical education and sport sciences, SWOT analysis

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