

## LSC Student Portal

### Databases

The library subscribes to EBSCO Business Source Premier which is a Database of over 2,000 peer-reviewed academic journals covering business topics such as Accounting, Finance, Economics, Management, Management Information Systems, Operations Management and many more. This Database also contains Company Profiles with SWOT Analysis and Country Profiles with PESTELE Analysis.

A **SWOT analysis** is a technique used to determine and define a Company's Strengths, Weaknesses, Opportunities, and Threats.

#### SWOT stands for:

- **S** – Strengths
- **W** – Weaknesses
- **O** – Opportunities
- **T** – Threats

A **PESTELE analysis** is a framework used to analyse and monitor the macro-environmental (external marketing environment) factors that have an impact on an organisation.

#### PESTELE stands for:

- **P** – Political
- **E** – Economic
- **S** – Social
- **T** – Technological
- **E** – Environmental
- **L** – Legal
- **E** – Ethical (NEW)