

# STRATEGIC MANAGEMENT

## Lesson 5: IFE Matrix

### Learning Activities

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# Learning Activities

1. Explain the differences between the assigned ratings and the assigned weights in the Internal Factor Evaluation (IFE) Matrix.
2. Discuss the need of prioritizing strengths and weaknesses in the Internal Factor Evaluation (IFE) Matrix.
3. Develop the Internal Factor Evaluation (IFE) Matrix for your university.



END