

# Research on the Construction Strategies of College Yoga Courses Based on SWOT Analysis

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**Abstract:** This article comprehensively examines the current situation of yoga course construction in universities through the SWOT analysis method, and explores the significance and value of yoga courses in universities. The study indicates that at present, yoga courses in universities have advantages in aspects such as policy support, teacher training, student interest, and campus facilities; however, there are disadvantages in aspects such as existing teachers, course design, course promotion, and resource allocation among different universities. The opportunities for the current development of the courses lie in national policy support, increased social demand, international cooperation and exchange, and technological innovation. At the same time, the courses also face threats such as intense course competition, teacher loss, insufficient funds, and students' cognitive biases.

**Keywords:** SWOT analysis; Universities; Yoga courses

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## 1. Introduction

In modern society, the pace of life is constantly accelerating, and more and more people are focusing on the healthy development of both body and mind. Yoga, as a form of exercise, originated in ancient India, has gained popularity due to its unique rhythm and exercise value. In various universities across China, offering yoga courses has become a trend. Through the establishment of yoga courses, it has provided practical assistance for university students in regulating their psychological emotions, reducing academic pressure, and enhancing flexibility and agility etc. However, at present, there are still many difficult problems in the actual development and construction of yoga courses in various universities in China, which greatly restricts the further development of yoga courses. Therefore, this study aims to conduct research on the current construction and development status of yoga courses in Chinese universities through the SWOT analysis method, and put forward practical and instructive suggestions.

## **2. The theoretical basis for the implementation of yoga courses**

### **2.1. The history and development of yoga**

Yoga is a form of spiritual practice in the ancient Indian religion. It enhances the ability of practitioners to achieve unity of body and mind through the combination of meditation and specific body postures. It has a history of over 3,000 years. With the development of times, yoga has gradually abandoned some outdated elements. At the same time, through the improvement and dissemination by practitioners, people have begun to accept and learn yoga from the perspective of ordinary sports activities; and by using the process of yoga meditation and postures to improve one's flexibility, agility, and muscle strength, etc., this has also led to the further promotion and publicity of yoga worldwide, and more and more people regard yoga as a way to pursue physical and mental health.

### **2.2. The significance and value of yoga courses in universities**

Previous studies have shown that participating in yoga practice can improve the sleep quality of participants, thereby reducing their life stress, and has a good relaxing effect on people with anxiety and depression <sup>[1]</sup>. Different levels of yoga poses have positive effects on enhancing the muscle strength of practitioners, improving their flexibility and body balance ability. Moreover, during yoga practice, the accelerated blood circulation can also play a certain role in preventing injuries. In group yoga, using team practice can not only enhance the team spirit among participants but also improve their movement flaws by comparing with others' technical movements, achieving common progress <sup>[2,3]</sup>. As a symbol of Eastern culture, the philosophical thoughts and cultural connotations contained within yoga deserve more in-depth research and exploration of their mysteries.

## **3. SWOT analysis of college yoga course construction**

### **3.1. Strengths**

#### **3.1.1. Policy support**

At present, the "Healthy China 2030" planning outline clearly states that popularizing fitness activities among the public is an important task of current sports for the masses. In addition, colleges and universities should actively offer various public sports courses with strong professionalism, including yoga. At the same time, the General Administration of Sport of China also emphasized in the "National Fitness Program (2021–2025)" that promoting fitness activities such as yoga can help improve the physical fitness of the people and enrich the content of people's leisure activities. This creates the basic demand for the development and construction of yoga courses in colleges and universities.

#### **3.1.2. Efficient teacher training**

Due to the rigorous and specialized nature of university courses, the teachers who teach yoga at universities must hold relevant professional certification to ensure the standardization of the courses. Only teachers with sufficient professional capabilities can provide personalized guidance to students based on their needs during the teaching process. As a high-level communication platform, universities can also offer teachers regular professional training to ensure that their knowledge reserves and skills remain at an advanced level.

#### **3.1.3. Strong interest of students**

Currently, students' interest in yoga exercises is growing increasingly. Their attitude towards participating in yoga courses has shifted from initial curiosity to a more positive one. The needs of the student group vary, and

they have corresponding demands for yoga in terms of stress reduction, shaping the body, and relaxing the mind. This has encouraged more students to learn yoga driven by internal motivation, thereby increasing their initiative.

#### **3.1.4. Well-designed facilities**

Comprehensive campus facilities in universities are incomparable to those of primary and secondary schools. The abundant site resources within the university also provide diverse options for the implementation of yoga courses. Based on different needs, universities can build yoga venues in various environments; moreover, universities have relatively abundant funds and can provide certain support for corresponding yoga supplies.

### **3.2. Weaknesses**

#### **3.2.1. Insufficient existing teaching staff**

The primary issue currently faced by all universities is the shortage of qualified yoga teachers with professional skills. Moreover, there is a significant disparity in teaching and proficiency among the existing yoga teachers, especially as some veteran teachers lack mastery of new knowledge and continue to teach using traditional methods, resulting in low student enthusiasm for the courses<sup>[4]</sup>.

#### **3.2.2. Single course design**

At present, the content arrangement of yoga courses in universities is rather simple, lacking both interest and practicality; the overall content fails to keep up with the latest trends and cannot adapt to the development pace of contemporary yoga and the actual needs of students. Moreover, the current course evaluation methods are too simplistic, unable to promptly understand students' needs and solve the practical problems students encounter during their learning process.

#### **3.2.3. Insufficient promotion efforts**

Universities have failed to fulfill their due role in promoting yoga courses. During the promotion process, they did not differentiate the target audience, and the promotion channels were too simplistic and remained the same as before, using old methods such as posters or campus stalls for dissemination, which prevented the formation of a continuous promotional effect and lacked subsequent promotion efforts.

#### **3.2.4. Imbalanced resource allocation**

Some universities have the problem of uneven resource distribution. For instance, there may be insufficient suitable venues for conducting courses, difficulties in providing large-scale teaching, outdated facilities, or a lack of necessary equipment.

### **3.3. Opportunities**

#### **3.3.1. National policy support**

The reality of the "Healthy China" strategy has further promoted the national fitness campaign. Yoga exercise has a positive effect on enhancing the physical and mental health of the nation. Based on this, the country has adopted a positive attitude towards the development of yoga exercise. With the relevant reforms carried out by the Ministry of Education in China's sports education sector, the diversification of sports courses has become the current trend, and the development of yoga courses in universities has also benefited from this. In addition, related research projects on yoga exercise have been successively launched, which have once again provided

additional impetus for the in-depth development of yoga exercise.

### **3.3.2. Increased social demand**

With the rapid changes in modern society's lifestyle, people encounter significant psychological pressure during their work and study. Through yoga, a slow-paced and highly relaxing form of exercise, individuals can effectively manage their psychological stress, alleviate their pent-up emotions, and enhance their psychological resilience.

### **3.3.3. International cooperation and exchange**

By collaborating with international yoga organizations, universities can introduce advanced yoga theories and practical achievements, enhancing the professionalism and scientific nature of their courses. Taking advantage of opportunities for yoga exchanges both domestically and internationally, they can encourage students to actively participate, thereby broadening their international perspectives. Inviting outstanding yoga scholars and athletes from abroad to conduct exchanges at the university is also conducive to the dissemination of new concepts and trends in yoga.

### **3.3.4. Technological innovation**

Nowadays, the introduction of digital platforms has provided new ideas and directions for the development of university sports courses. Utilizing virtual reality (VR) technology can create a more realistic and unrestricted practice environment for students, enhancing their practice effectiveness while also collecting and analyzing their relevant movement data, significantly promoting the scientific transformation of yoga exercises <sup>[5]</sup>.

## **3.4. Threats**

### **3.4.1. Intense competition**

The yoga program is a relatively new project, and its popularity and appeal are far less than those of other traditional projects. Moreover, there are a large number of teaching videos of yoga courses available online, which are more suitable for contemporary college students who are accustomed to online courses. This has also reduced students' enthusiasm for participating in offline courses.

### **3.4.2. Teacher turnover**

Teacher turnover is also a significant issue currently faced by yoga courses in universities. Some university teachers, confronted with the situation where the courses are not given due attention and students lack interest in learning, choose to teach other subjects instead of continuing to teach yoga courses.

### **3.4.3. Insufficient funds**

Some universities lack sufficient funds, making it impossible to standardize the renovation of the venues, unable to promptly replace outdated course equipment, which greatly affects students' practice experience; the digitalization of courses is affected, and without the corresponding teaching technical support, it is difficult to build high-quality digital courses.

### **3.4.4. Students' cognitive bias**

Students have overly high expectations for the course, their motivation to participate is direct and single, and they lack patience in maintaining interest in the course-related teaching. They are eager to see the exercise

results and, upon discovering the discrepancy between expectations and reality, develop a disappointed attitude and withdraw from the course.

## **4. Construction strategies for general university yoga courses based on SWOT matrix analysis**

### **4.1. Deepening policy support utilization**

During the construction of yoga courses in universities, it is necessary to maintain close contact with relevant educational departments, actively learn policy trends, and build high-quality courses based on one's own actual situation and relevant standards; apply for relevant funding projects in a targeted manner, manage special funds for contents such as course planning, teacher allocation, and equipment procurement; conduct special discussions to enhance teachers and students' understanding and comprehension of policy planning.

### **4.2. Strengthening international cooperation and enhancing the quality of teaching staff**

A stable and high-quality training mechanism for yoga teachers is an important guarantee for producing high-level yoga teachers. Universities should, based on their own advantages, actively invite domestic and foreign yoga instructors to hold lectures or workshops on campus. By establishing a stable and long-term training mechanism, the comprehensive abilities of yoga teachers on campus can be continuously improved. At the same time, they should actively carry out interdisciplinary cooperation to strengthen the connection between yoga and disciplines such as medicine and psychology, and jointly develop comprehensive courses to enhance the practicality of the courses.

### **4.3. Enhancing the competitiveness of the courses, enriching the course content, and strengthening the technological reform of the courses**

In terms of course content design, it should be comprehensively designed based on the actual needs of students and the current development status of yoga. Relying on digital platforms, develop online courses, and incorporate distinctive course content to differentiate from existing online yoga courses on the market; provide students with feedback channels for their learning, and make positive corrections to the course content based on their actual feedback. Enrich the interesting content of the courses, organize competitions such as outdoor yoga and fitness yoga, allowing students to fully experience the charm of yoga exercises; explore methods for monitoring exercise load, real-time monitoring of students' exercise load performance during the courses, and timely adjusting the course load to ensure that students meet the sufficient load requirements to improve their physical fitness.

### **4.4. Optimizing resource allocation and overcoming funding shortages**

In terms of resource utilization, a scientific layout should be carried out based on the available space within the school. Utilize idle site resources and carry out renovations according to local conditions to increase the utilization rate of the sites. For related equipment, repairs should be made when possible, and replacements should be made as needed, following the principle of "repair if possible, replace if necessary." At the same time, coordinate with other departments within the school and adopt a resource-sharing approach to reduce operating costs.

In terms of funding sources, in addition to seeking government and school funds as usual, it is also possible to actively contact local enterprises for sponsorship or seek donations from alumni; manage the funds through

methods such as increasing income and reducing expenditure to ensure that the funds are used effectively.

#### **4.5. Strengthening course promotion and correcting students' cognitive biases**

In terms of course promotion, in addition to using traditional methods such as posters and broadcasts, it is also necessary to carry out publicity through social media and campus network platforms. At the same time, continuous and in-depth publicity should be carried out, and interactive publicity platforms should be developed based on students' interests to form a good course reputation.

Regarding students' cognitive issues of the courses, lectures and discussion corners should be used to answer students' questions and clear up their misconceptions. Through trial classes, students should be allowed to initially understand the benefits and actual content of the yoga courses. Incorporate mental health education content to enable students to understand that yoga is not only a form of exercise but also a practice for relaxing the mind and relieving stress.

#### **Disclosure statement**

The authors declare no conflict of interest.

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