Master in International Business and Languages

MIBAL WEBSITE PROJECT

Gabriel Torres Robledillo

2012/2013 Edition

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1. INTRODUCTION

Nowadays communication plays a very important role on society development. Daily, digital information is handled by millions of people and reaching different age ranges, races or religions. Seeing the importance of new technologies in a globalized world, the *Master of Business Administration & Languages* must provide an own website, with the wide range of utilities that this would provide to the institution of the University of Almería.

A web page is an important asset for every institution, putting a strong emphasis on new technologies. For an institution it is essential to own and manage technology resources, as currently it is essential to manage the ICT (Information and Communications technology) in business world.

The purpose of creating a webpage is to know the needs of demanding students, teachers, professionals and society itself and to respond to those necessities.

Universities are required to give information to both students and general users and in a web page can be reflected all the necessary information that the user wants to know and find. Furthermore, it is an effective manner of catching future students, maintain the contact with former students, offer a digital platform of interaction and communication and represent the university as an established institution.

We believe this website will be of valuable help especially for candidates from all over the world, which do not have the possibility to acquire information directly from the university and which are in the need to the basic information via online.

In this present project research it will be explain how the MIBAL´s website have been built and the purpose of doing so.

1.1 FORMULATION OF THE PROBLEM

The importance of a Web site

Today social networks have become a necessity for communication in society, which is increasingly being performed focusing on new technologies, with the consequence of a wide application in various fields of the social life- personal, professional and as well educational.

The Master in "International Business Administration and Modern Languages" is a professional training Master, combining related subjects of Business Administration with modern languages, mainly English. The Master program is designed to develop competences in management in an international atmosphere. Basing on the recent initiation of the Master

degree at the University of Almería, the Master does not have an own web page, giving necessary information to students.

Therefore, seeing the nature of the master and the importance of a proper website, an own website with all related information is a necessity and not a "luxury".

In the following the benefits of having a proper Master Homepage are listed:

- ➢ Popularization of the Master
- ➢ Provide a better respond to students doubts and questions

2. STRATEGIC PLANNING

In the following the steps of the strategic plan are explained. First, the general and specific objectives will be presented, second, the work method and the content will be described and then, work-team, and finally we have established our target audience.

2.1 GENERAL OBJECTIVES

- Create a complete website for the Master in order to be known for potential users.

- Expand the reputation of the MIBAL nationally and internationally.

2.2 SPECIFIC OBJECTIVES

- Implement new technologies and communication network that contribute improving the social environment of our institution.

- To position MIBAL among other master degrees in business teaching field.

- Enrich the learning through use of the website development of our institution.

- Create a website to interact with teachers, students and the educational community in general. A better response to student's doubts and questions can be offered.

- Increasing the reputation of the University of Almería nationally and internationally with a highly professional Master representation

2.3 WORK METHOD:

It is necessary to design a work plan, a leading way to set future goals.

This plan describes each strategy with its related action plan and content, in order to achieve the defined objectives.

Objective	Strategy	Action plan	Content
Complete website & students attraction	· Website publication · Social Network diffusion	· Own domain · English as main language · Proper information	· Enrolment · Requirements · Scholarships · Campus & Faculty · Course guidelines
Expand MIBAL beyond the country	· International approach · Social Networks · English web performance · Focus on audience abroad	· Search engines · Diffusion through social networks · Attractive design	· Ual´s strengths · Internships abroad · Former student experiences · Mobility · English as main language

(1)Table nº 1: work method

2.4 CONTENT:

To provide the most useful information, the following principles in designing and redacting the content have been applied:

 Text:

The texts are brief and go straight to the point. They have a quiet well organized structure and are containing a general view, extending or deepening by hyperlinks. It is important to have titles and subtitles clear and direct, allowing a great mobility. Moreover, paragraphs are reported in direct style.

The provided information must be organized; it has to allow access in order to surf rapidly and directly. The information is divided in six different categories and manages each relevant content into its section. Additionally, hierarchical structures following a logical distribution that allow users to do a successfully forecast about finding these specific needs on website, are built.

Writing principles for the Web

Users scan first, read later; normally when people read a Web page for the first time they scan it for meaning and relevance rather than reading it word-by-word. The careful reading comes once they are convinced that the content is relevant and credible.

To get the user attention we have taken into consideration these principles:

- Keeping sentences and paragraphs brief and to the point
- Using bullet-point lists where you would otherwise list items, steps or alternatives in a sentence or paragraph
- Providing brief headings that are easy to understand
- Writing in a direct manner and using plain English

However, once users find relevant content, they will read it thoroughly and expect it to be sufficiently detailed to satisfy their needs.

Multimedia Web Content

The other type of Web content is multimedia. Homepages require elaborate illustrations, boxes, and colors Multimedia includes following points:

- **Animation** can be created using GIF images or using Flash, Ajax, or other animation tools. The best animations for websites are done in moderation. Animation is used at the homepage of the web site, in form of a slider of different photos showing the classroom, campus installations, students, etc.

- **Logos**
  The Logos of the Master degree and companies that collaborate are included in the website

(2)MIBAL website logo

(3)CEIA3 logo

- **Images** are the most common way to add multimedia to websites. High quality photos are taken at the University of Almeria campus, sport installations, faculties and of students during classroom. Webpage images must be eye-catching and attractive visual design is used to enhance the customer interaction. We have introduced meaningful points like the fantastic climate of Almeria , south-east coast of Spain.

Here we have some photos representing what we want transmit to the users of the website:

One of the most modern Campus of Europe

(4) Campus picture n°1

(5) Campus picture n°2

Fantastic weather and enjoyable environment- one of the most stunning characteristics of Almeria.

(6) Coast of Almeria

- **Other multimedia content:**

Sound, keep in mind that sounds on Web pages can be controversial, especially if you turn it on automatically and don't provide a way to turn it off easily. In our case we did not use sound elements, because there is no relevant reasoning to do so.

Video is getting more and more popular on Web pages. But it can be challenging to add a video so that it works reliably across different browsers. The website of Mibal has no video, but it is an improvement that we want to add in the future. The videos will be testimonies of former students about how they have lived the master experience by themselves.

Template: We have chosen blue and White color representing the andalusian coast and sky, both powerful characteristics and strengths of Almeria. This Andalucian style, sun, beaches and fantastic weather work as MIBAL emblem in terms of attracting foreign students.

What is the most important factor or element on our website?

Content in form of words is the most important element of the website. Texts are connecting the users with the website- Less important are definitely flash or animations at the web site. The content and the manner of describing, will make users keep staying on the website and make them coming back. It is not important to have a lot of content on every page, further the content have to be precise and informative, winning the user's interest rapidly.

The aim is to attract users and become an appealing option to them by informing and gently persuading them.

The high quality photos give a good impression to the user and are building an emotive connection between the user and the institution.
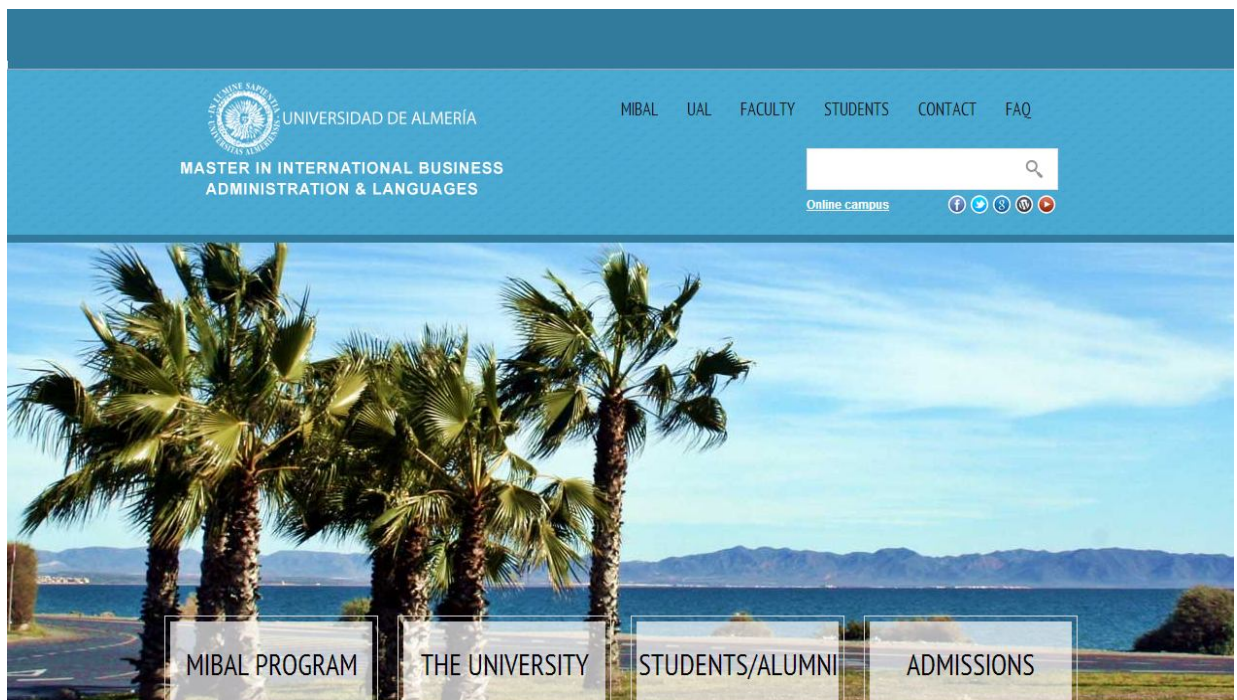
(7) Master in international business administration& languages homepage (www.masteribal.com)

2.5 The Team

Team roles:

1.Website Contributors/ Documenters and Redactors

Generally, the Website Contributors, Documenters and Redactors are defined as individuals , who contribute to the development of a site working with the Web Coordinator. In order to avoid too much devolvement of control leading to chaos, the number of contributors of this project was kept to a sensible minimum.

The two Website Contributors, implied in the project, are shown below:
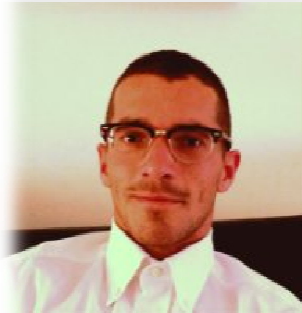
Gabriel Torres Robledillo

Master International Business Administration (Universidad de Almería)

Almería Area, Spain | Computer Networking

Current   WSI Era digital (colaboracion), Inforsoluc,S.L
Previous   Gimnasio k-sport
Education   Universidad de Almería

WEBSITE CONTRIBUTOR

Berta Vasiliauskaite

Marketing Specialist Spain - Tripsta.net

Romania | International Trade and Development

Current   Travelplanet24/Tripsta
Previous   Universidad de Almería, Patronato Provincial de Turismo de Almería, Restaurante "Angela"
Education   Universidad de Almería

WEBSITE CONTRIBUTOR

What is our mission?

As documental researchers and redactors, our task consists in collecting and compiling the main source of information. Analyzing the most successful competitor´s web pages to follow their patterns and collect the most useful content fitted in our strengths.

We think that should be important to structure all this information and most important do not forget that the final purpose is to get the reader.

2. Heads of Department or Division

Javier Martinez del Rio and Miguel Pérez Valls are the heads of the project and responsible for the accuracy and appropriateness of content on the site.

Further Information can be found in the following:

Javier Martinez del Rio
Assistant Professor
Almería Area, Spain | Higher Education

Current	Universidad de Almería
Previous	Universitá Luiggi Bocconi, Laboratorio Analítico Bioclínico SL, Universidad de Almeria
Education	Universidad de Almería (Spain)

HEAD OF DEPARTMENT

Miguel Pérez Valls
Assistant Professor. University of Almería
Almería Area, Spain | Higher Education

Current	Universidad de Almería
Education	Universidad de Almería

HEAD OF DEPARTMENT

3. Website Coordinator and Developer

The Website Coordinator and Developer is in charge of the day to day operational responsibility for the site's development, maintenance and acts as the decision maker for the site. Furthermore, the Website coordinator is communicating with the Web Team and the wider Departmental Web Coordinator network to keep apprised of developments. Additional responsibilities are promoting and encouraging each step of the action plan to achieve the final goal. It is essential, to have an awareness of Web services and structures.

This role was previously called 'Web Maintainer' and Victoria Quiles, Director of Marketing at WSI Era Digital, holds described position.

Victoria Quiles
Directora de Marketing en WSI Era Digital
Almería Area, Spain | Marketing and Advertising

Current	WSI Era Digital
Previous	rosa gomez-acebo (consultores de comunicación), Industrias Espadafor SA, Area 25
Education	IE (Instituto de Empresa)

WEBSITE COORDINATOR

2.6 Determine audience:

A website must be oriented to serve users needs. To elaborate the web, the targeted audience (real users) must be known, as well as the possible audience (potential users). Useful information has to be presented and shown clearly since the beginning. Generally, websites are more effective if they are built and run focus on its focused audience.

As a consequence we have defined more precisely our target audience:

· Potential users: Students who are doing their degree and are thinking on the next step of their careers.

· Real users: Students and professionals from several nationalities who have finished their degrees and are looking for higher challenges in business field.

Understanding the audience of the web site, researching our choices and communicating with our website designer will help to develop a website, that is aesthetically pleasing and properly rewarded.

The proposal is to attract students with international background and skills, from many nationalities, who will shape the future of business. The age range of the target audience is between 23 and 30 years. Furthermore, they speak up to three or four languages and have lived outside their home country.

(8)Potential users

(9)Real users

3. Analysis

3.1 External analysis (Benchmarking)

Before starting to built MIBAL web page, it is essential and necessary to take a look at the competitors inside Spain and as well abroad:

2012 Rank	2010 Rank	School	Ranking Index	Career Services	Teaching Quality	Critical Thinking	Leadership Skills	Caliber of Classmates
1	5	London Business School	100.0	A+	A	A	A	A+
2	1	INSEAD	99.6	A	A	A+	A	A
3	3	IE Business School	91.3	A+	A+	A+	A+	A+
4	2	Queen's	90.3	A	A+	A	A+	A
5	16	Oxford (Saïd)	81.7	B	A	A	B	A
6	4	ESADE	78.0	A	C	B	A	A+
7	6	Western Ontario (Ivey)	77.1	A+	A+	A	A	B
8	12	IESE	76.1	A	A+	A+	A+	A
9	7	IMD	75.6	A+	A	A+	A+	A+
10	11	McGill (Desautels)	72.7	C	B	C	C	B
11	8	Toronto (Rotman)	62.8	B	B	B	C	C
12	NR	Mannheim Business School	61.1	B	B	B	B	B
13	NR	Imperial College London	60.7	A	A	A	B	A
14	9	York (Schulich)	59.9	C	C	C	C	C
15	NR	Erasmus (Rotterdam)	42.4	B	B	B	B	B

(10)Table n°2, Source : The economist (http://www.economist.com/whichmba/full-time-mba-

In this ranking fifteen Business schools have been ranked, evaluating career service, teaching quality, critical thinking, leadership skills, caliber of classmates. The top three of all the evaluated business schools are London Business School, INSEAD and IE Business school.

Our propose is not to rise at same competitive level than IESE or London business school, obviously we have not same resources and standing as them. The available capital, services and overall ages of experience in the sector are not comparable, considering the fact, that the Master hold at 2012/2013 has been the second edition of MIBAL degree.

The following analysis is focused mainly on the aspects of the best ranked MBA business schools' web design:

· IESE business school
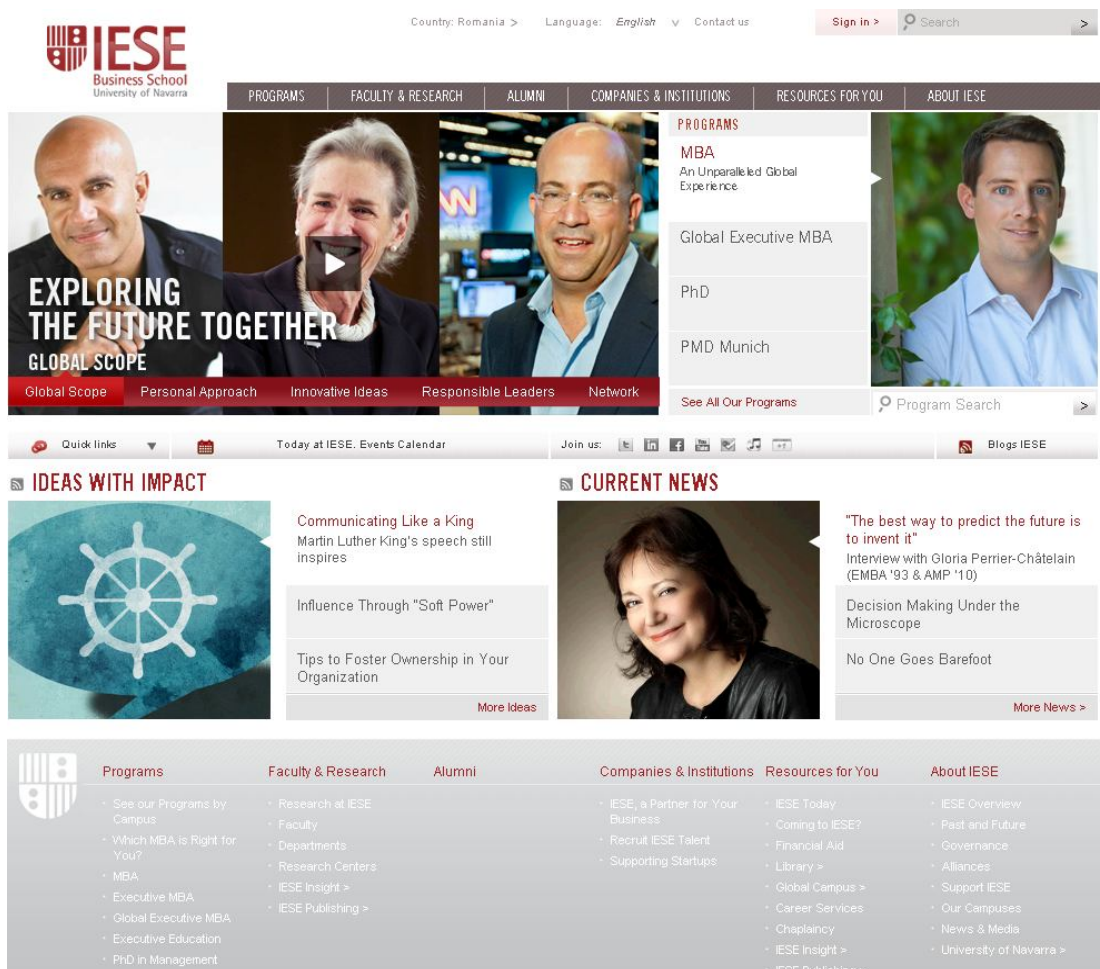
The IESE business school is one of the most recognized institution in business teaching;

It was the first one in teaching a MBA degree program in Europe and has various campus all over the world, e.g. Sao Paulo, Barcelona, New York, etc.

Analyzing the website, it is obvious that the home page is oriented to a professional audience and clearly focused on built leaders. The website is divided into different types of contents and using soft design colors.

IESE´s website is highly updated, its content is valuable and highly important for the potential student however, they are focus on recruit a different audience target; professionals highly experienced. Also its complex distribution is not the suitable one to get the attention of our visitors.

· London Business School

(11)London business school's website (http://www.london.edu/index.html)

The website of the London's business school is designed in serious style. There is a lot of information available and the content is splitted into a lot of different tags. Besides a huge amount of information, the website has additionally a student portal, a discussion boards, announcements of the latest events, an access to databases, etc. Nevertheless, the organization, content structure and design is not evaluated as appropriate for a Master degree presentation.

· IE Business school

(12) IE business school´s website (http://www.ie.edu/es/business-school)

From our point of view IE business school is the best example of a well-designed website.

There is no excess of information, moreover the information is easy to find, because of a well-adjusted structure. The web site glazes with a high presence in social media networks (liked-in and twitter). To resume, the website is a good exemplar of what we want to achieve for the Website of the Master degree.

3.2 Internal Analysis

Before we start compiling all the information required, the main deficiencies of the UAL´s website need to be detected.

(13) UAL´s website, master section (http://cms.ual.es/UAL/estudios/masteres/MASTER7053)

By analyzing the categories and sections, we realize:

- The whole content is not in English

- Basic design

- No social networks

- Incomplete information

- Lack of sections

- General target audience

It is clear that this web profile does not lead to achieve our objectives. As explained before, we want to reach a specialized target audience and for this reason, we have to define more precisely the potential user and focus on their special needs. It is necessary to modify the web design and make more information available, as well as including a personal note. Furthermore, the website has to be available in another language, in order to attract more students from abroad and establish the Master internationally. To become attractive for students and to establish the MIBAL as an international Master degree, it is highly important changing the weaknesses into strengths.

In order to achieve the objectives these are important key actions:

- Obtain domain; it will be www.masteribal.com

- Completely at English language

- Social Networks

- Complete information

- Focus on audience abroad

- Attractive design

4. Implementation

The team settled six different categories to divide the new website´s content. Each category is composed by several sections, which are essential for the student. These sections were translated directly from the previous official Master's website (from UAL´s website).

4.1 MIBAL category:

This category is composed by eight different sections:

- Welcome to this Master: this section serves as an introduction in order to provide basic information about the Master program degree.

- Subjects: this section is a short description about the subjects that the Master is composed of. It is divided into five different groups: *compulsory subjects* (in English), *compulsory subjects* (french or german as a second language), *optional subjects*, *professional internships* and *the final master project*.

- Internships: This section is destined to explain the internship alternatives and the procedure to get them. It has three options: Local internships, internships abroad and some steps describing how to recognize a previous working experience. This section also has some links that lead to more detailed information;

(14) Internships section (http://masteribal.com/internships/)

- Conferences and events: The purpose of this section is to inform the potential users about all the conferences and events that the former students should take during the course. We have illustrated this section with photos of company visits, outside conferences and the celebration of the graduation.

- Admissions and requirements: This section is providing the most relevant information to the potential user and it is created with the aim of giving a general guideline to the student about the documents that are needed in order to submit the inscription. The student will be always able to consult the standards and the score acquired to access to the Master. Also it has the evolution of the access in last editions.

- Scholarship: the information of the economic aids section is based on the last academic course. We have also considered that is important to include information regarding the scholarships, because of the high number of emails the Institution has received. We are

convinced, that offering a wide variety of chances for potential students enhance the value of the Master abroad.

SCHOLARSHIPS

The following fees are merely indicative, based on the academic course 2012-2013.

How can I find some funding?

There exists a wide variety of scholarships:

- You can apply for the scholarship of the Spanish Ministry of Education. Here you can find more information.

- MAEC-AECI Scholarship (Ministerio de Asuntos Exteriores y Cooperación: Agencia Española de Cooperación Internacional): Scholarship for Spanish citizens and other nationalities for studies in Spain and abroad.

- ALBAN Scholarship: Scholarship provided by European Union for students with Latin-American nationality to study in Europe. www.programalban.org

- Ploteus (ERASMUS, Leonardo da Vinci, Sócrates, Tempus): Scholarship to study in Europe provided by the European Union for students with non European nationality. www.ec.europa.eu/ploteus

- Fundación Carolina: Scholarship for graduated Latin-American nationality students to finish their studies in Spanish Universities. www.funacioncarolina.es

- AUIP Scholarship: Scholarships from the Association of Latin-American Universities for graduated Latin-American nationality students to study in Spanish Universities. www.auip.org

- BAFöG and Auslands-BAFöG. The German Government funds German students for their master studies in other countries. It usually covers all the enrollment fees and other expenses. More info (in German). More info (in Spanish)

(15) Scholarships section (http://masteribal.com/scholarships/)

- Enrolment: The section of enrolment is dedicated to the student in order to get the information about the pre-enrolment dates, therefore the dates will be changed each year. As it is indicated in the section it counts with three phases; First one specifically dedicated to foreign students, second and third phase aimed to both Spanish and foreign users.

- Mobility: This section includes real data from former students, and the agreements that the Master in International Business Administration has along with other Universities abroad. We provide Erasmus exchange agreements to spend six months in:

· Fachhochshule Kiel (Germany)

· University of Southern Denmark (Den)

 Also agreements with the Universities of Hasselt (Belgium), FH Kiel (Germany) and Paris 13 (France) are made.

4.2 UAL category:

This category is composed by two sections:

- History: The whole category is dedicated to the information related to the University's history. The section describes the structure of the University and the general data related with faculties, professors, students and university services.

- Campus: Campus section includes brief information about the university services and high quality pictures. These images have been inserted in an online-album to provide visual content to the whole team.

(16) Sport center

(18) Swimming pool

(17) Library

4.3 Faculty category:

the category of Faculty is composed by the visiting professors section and regular professor who teach in the Master's degree.

This category was highly analyzed by the researchers of the website creation. The main idea was to create a section where the student can obtain the information about the professors who are teaching or did it in the last courses.

To develop the design we have made a research into the professors sections of other Business Schools as we mention before. The design was purposed for documenters and the choice was based on creating a useful and friendly section with complete information relating to the professors. Like this, students can meet the professor before attending the first class. This decision of adding a picture in every teacher´s profile was taken from our competitors.

ANA PÉREZ-LUÑO

Profesora Titular (Associate Professor)
Coordinadora del Master de Dirección de Empresas
Departamento de Organización de Empresas y Marketing
Despacho: 7.4.23 Universidad Pablo de Olavide
Carretera de Utrera Km. 1 41013 Sevilla (Spain)
Tel. + 34 954 34 89 77 Fax. + 34 954 34 83 53

BÁRBARA LARRAÑETA

Management & Marketing Dept
Pablo Olavide University
Ctra. Utrera, Km.1 41013 – Sevilla (SPAIN)
Phone: + 34 954 34 98 48 Fax: + 34 954 34 83 53
blarraneta@upo.es

JULIO O. DE CASTRO

Management & Marketing Dept
Professor and Chair of the Department of Entrepreneurship at IE
Business School in Madrid, Spain, and a Research Fellow with the
STEP Project at Babson College.

(19) Visiting professors profiles: (www.masteribal.com)

4.4 "Students" category:

the category of Students is mainly related to provide a general approach to the future user about the experience of previous students of the Master degree.

This category is principally dedicated to become more accessible in terms of information to the potential foreign student. In addition this category is divided into two sections:

- Students/Alumni: a general data were provided from the University of Almeria where is clearly reflected the multicultural mixed of this Public Educational Institution.

(20)Photo taken during a class season, own source

- Meet former students: the section includes true experiences and perceptions of the former students. This is done in order to promote the Master and confirm its quality and student satisfaction. All the opinions were recollected from the previous Master's editions. Putting emphasis in experiences from those who came from another country: Vietnam, Germany and France for instance.

(21) Magali experience in 2011-2012 MIBAL edition

The MIBAL experience: this section is dedicated to the potential students in order to let them know more about the master course. Students of year 2011-2012 shared their personal experience during MIBAL by a presentation, including pictures taken in the day-to day of the Master, this was a good source of information to add to MIBAL website. They provide us with a Prezi presentation.

- What's next? : This proposal is made by a lot of students once finished their Master. Our institutional goal consists in build professionals well-trained. The knowledge and competences acquired during the master degree makes our students able to look for a wide range of work possibilities in business field, even more due to the economic situation. Also we give students a general overview about the chances that the Master could provide after finish the course.

4.5 Contact category:

In this category we provide the new student with location and address of the University of Almeria by a Google map. It is composed by three sections:

-Araties: Araties is a student´s service which main competence is to provide information to students in terms of administrative management, academic questions and enrolment issues. We have added Phone and emails contacts.

-Master´s coordinator: in this section students can find basic information contact about MIBAL´s coordinator; Javier Martinez del Río.

4.6 FAQ:

 Sometimes website´s content does not fulfill all suggestions made by students. Therefore, in this section we introduce the most frequently answered questions related to master´s content. For instance; How the master will be scheduled? Which would be the topic of the Master project? Which are the requirements for matriculation? Etc.
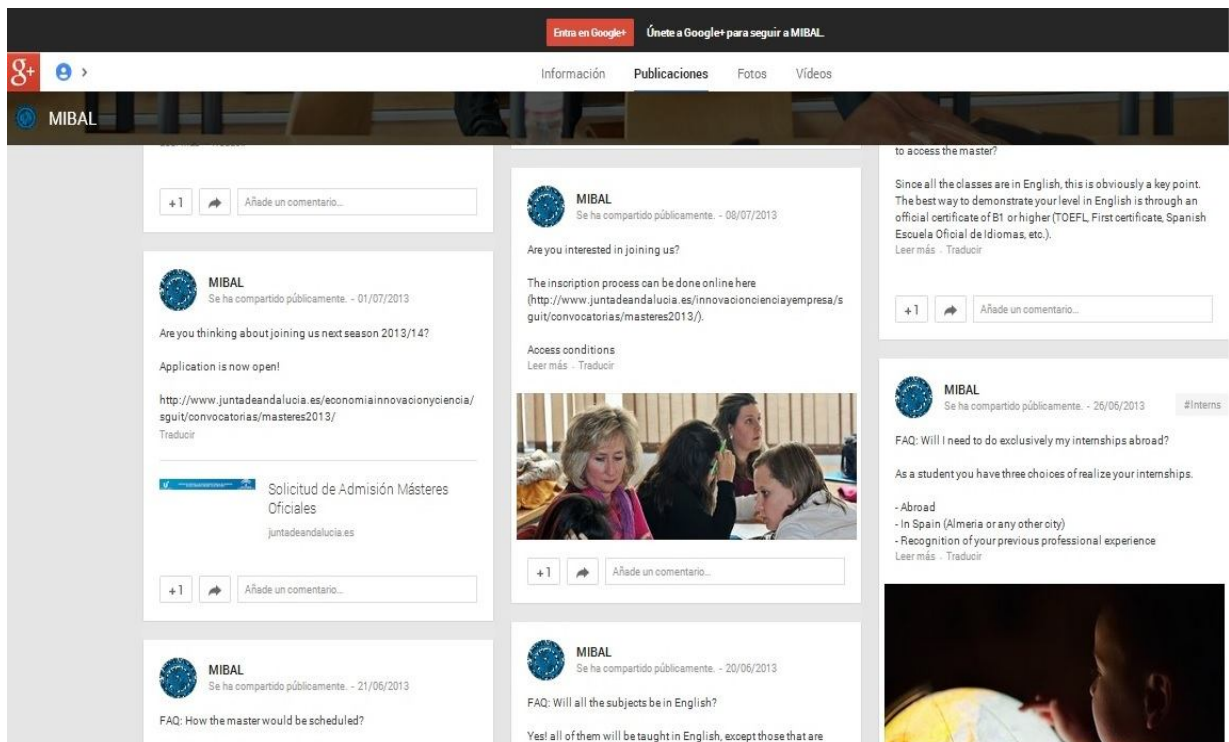
5. PROMOTION

Social Media

First of all we should be aware of four types of social media: blogs, social networking sites, social bookmarking sites, and forums. Although the distinctions between the different types of social media tend to blur, social media always helps promoting the site by sending direct traffic, producing links to the page, and generating awareness.

To achieve our objectives it is essential become Part of a Social Media Community. Some of the best online communities for teaching institutions include **Facebook**, **LinkedIn** and **Twitter**. To be up to date a participation in a social bookmarking community, in which members share with each other information about websites, articles, or news items that they like (or do not like), is required.

There is no sense in creating a website if nobody knows that it exists. An effective web promotion strategy leads to increase our website visits, as simple as that. A **great site designs** with updated information helps positioning the website in major search engines like **Google**, **yahoo or ask.**

It is also important to promote our Video and images content. We have opened a Youtube channel in order to lead more users to your website. Once we get a top-ranking informative video mentioning our site, it will drive a lot of traffic to our web page. Therefore, it is considerable creating such an appropriate content, to help us establishing the MIBAL Homepage especially in the beginning. Here, we present some screen shots of our social networks;

(22) *MIBAL Google profile(https://plus.google.com/115509298140499697161/posts)*

(23) *MIBAL presence in facebook (https://www.facebook.com/pages/MIBAL/404708279621973)*

(24) Follow MIBAL in twitter as well (https://twitter.com/MIBAL3)

6. OTHER MAIN FACTORS

As students of an institution with emphasis on business and communication, we can see the importance of ICT in different workplaces and wide range of fields for ensuring good performance and positive outcomes. In business world is essential the use and management of these technological aids especially in an institution that put emphasis on work-relationships.

1)Usability

A key issue is usability. This means that the page is easy to use by the user. Some fundamental aspects of usability are:

- The page appears in a short time. Thus, pages need not be heavy. You have to keep a few Kilobytes pages including images and other elements.

- Easy to read: typically, we try to make the page easier to read. Therefore, we have redacted simple texts straight to the point to facilitate reading. Also we must avoid black backgrounds or bright colors that make reading difficult.

- Explain from the beginning what the user can find on a website.

- Put on the cover simple explanations of the contents of the Web.

- Explain what we can find on the Web and classify the contents clearly.

- Get a clear structure of information.

- That page can be viewed with different browsers and different types of access to the Internet.

2) User approach

It is important to consider how people use the web site.People approach websites in many different ways and have different expectations about the content. When writing and editing text for a Web page we have to keep the following in mind:

- Users scan Web pages until they see something that meets their needs. They only read everything once they find what they want.
- Many users are impatient and time-poor.
- Users probably want to spend as little time in your website as possible.
- Most users do not care why you are offering a product, program or service. They just want to get on with ordering, applying, paying or downloading.

Generally, users expect or want information that is:

- Helpful
- Accurate, current and authoritative
- Easy to find
- Visually consistent
- Easy to understand
- Relevant to user needs

3) Structuring the content

It is essential to decide well how to post the content and how to split it between different parts of the page. As most of webs our page is structured in a series of rows and columns.

-The navigation scheme: The links between pages, the system of links, buttons, and use of navigation bar.

-The main sections of the Web: The pages of the Mibal site have to be arranged in different sections. It has to be considered, how the pages of our site should be divided. As we said before, we have sorted the content into six different sections to build a simple navigation internal structure:

MIBAL	UAL	FACULTY	STUDENTS	CONTACT	FAQ
Welcome	Campus	Professors	Meet former students	Araties	
Subjects	History	Visiting professors	The Mibal experience	Master´s coordinator	
Internships			What´s next?	Main Services	
Scholarships					
Conferences & Events					
Admissions & Requirements					
Enrolment					

(25) table nº3 : categories and sections

4) Aesthetics

 A good practice when we construct a page is to focus on the most important topic. If we look at the best pages, that we have analyzed before, we will see a certain aesthetic standard. The best pages often use a small range of colors and combine them harmoniously.

A website is the face of an institution and the global presence. Both, the content and aesthetics of the MIBAL´s, should be something well thought, presenting the master degree in a professional and positive manner.

The most important consideration while planning the aesthetic presentation of website, the user should be kept in mind.

 Web designer should ask good questions and conduct relevant research: *Who are your customers? What do they need? How will we solve their issues or questions? How will the graphics, images and colors make them feel?*

These are all key considerations for website designer who should discuss in order to develop an eye-catching and costumer effective website.

7. FUTURE EXPANSIONS AND IMPROVEMENTS

These are some personal choices that could be still improved:

· Creation of a discussion forum, where users can create channels and discuss topics, provided they are consistent with the policy of the Web.

· Improving the webpage by making it more dynamic e.g. changing inserted graphics and including advertising by companies that collaborate.

· Adding videos about former student´s experiences in the Youtube channel and also in students section.

· Adding functionality in Flash.

· Improving the general search.

· Creating an RSS feed of news, which could not be fitted due to the design of the page and the difficult implementation in graphic design.

· Portal is open to new ideas coming from future and former students

8. CONCLUSIONS

From a personal and a professional view, the experience of being involved in the creation of the official website of the Master of Administration and Languages, has been satisfactory and informative. Resuming, it can be said, that we have achieved to modernize, actualize and refresh the image of the institution, by renewing the former website, which was not providing actual information and was out of date. In the terms of teamwork, content management, website design and construction, all involved team members could amplify our knowledge.

Collaboration as an important principle of the team

We have learned, that a team must be in constant communication, establishing a direct and bidirectional communication between the head department, coordinator and redactors. In this project, we put a strong emphasis on good-working team work. Because of the fact, that all processes are linked, a strong connection between members is defined as a principle in order to obtain better results. It is obvious that several minds hold more knowledge and experience

than one. We have invested a lot of time and intense research to acquire knowledge about portal functionalities. Summing up, it has been an effort which was worth it, because we learned practically and theoretically how to create and realize a institutional website.

Accesibility, specialization and availability as main benefits

We have to take into consideration the main contributions a website gives to the institution of the University of Almería and to its users :

- The web site can be found through **search engines**:

Most Web users find most of their information via search engines as *Google*, *Yahoo*, *Ask*, etc. Between 80-95 percent of all website traffic usually comes from search engines. Thanks to this fact, visitors who are actively looking for us, our service, or our information can be targeted. Moreover, the ownership of an own web site of the degree MIBAL, opens a wide range of new users.

- The website is **always available**:

A website is one of the most cost effective manners. No other media is available 24 hours per day- 7 days per week- 365 days per year. Our website can be visited at every time from nearly everywhere in the world and allows ours visitor to decide the most convenient moment to get information.

- The website targets **specific visitors**:

With the designed proper targeting strategy, the visitor's attention is caught and future students are targeted. It was important to consider this fact while planning our website. An effective website design and a proper strategically planning of the website was needed, in order to target the right persons, and each area focus had to be costumized on the audience. Our team designed a web page, which attracts specific users, which are Spanish and foreign students.

(26) The benefits of an own website

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