

Task Force Assignment



AALBORG UNIVERSITET

Task Force Name: Designing the web pages for the forthcoming AAU business school

TF-EDU 02

Task Force Members: TBD

Task Force website: <https://www.intranet.business.aau.dk/business-school-taskforces>

50 WORD DESCRIPTION OF THE ACTION POINT

This task concerns the design of the web pages for the forthcoming AAU Business School.

The purpose of this action point is to ensure that the web pages for the forthcoming AAU business school are updated, user friendly and contain the needed information for students and business partners, who are interested in or enrolled in one of our full time programs. Guidelines from AAU Communication about the structure of full time study program web pages should be included.

EXPECTED OUTPUT

The expected output is a report that contains:

- A new structure for the full time study program web pages that entails only what is needed to know.
- A line of concrete suggestions that can be realized and implemented in 2020 and 2021.
- Clear indications of how the suggestions are linked with the guidelines from AAU Communication regarding the structure of study program web pages.
- The suggestions should be aligned and support the strategy for the forthcoming AAU business school.
- Possibly a budget for the initiatives that the department will finance.

It is important that your report is specific about how the suggestions are implemented in practice through processes at the department and individual level.

EXPECTED OUTCOME(S)

A central part of the forthcoming AAU business school is that we have a user friendly and updated web page that presents the full time programs offered within the field of business and economics.

A web page that guides the student and business partners through the various programs and easily enables the student and business partners to find the information needed.

The initiatives identified and realized based on the work of this task force will support the realization the above mentioned outcomes.

BACKGROUND OF THE ACTION POINT AND ITS CONTEXT

This action point is a proactive initiative to provide our students and business partners with a user friendly and updated webpage that is easy to navigate and ensures that the student and business partners can find the information about the full time programs with as few clicks as possible. Furthermore, the action point has important relations to the realization of the forthcoming AAU business school.

LINKS TO RELEVANT DOCUMENTS

- Assignment: <https://www.intranet.business.aau.dk/business-school-taskforces/educational-development/>
- Report template: <https://www.intranet.business.aau.dk/business-school-taskforces>

- Pitch Power Point template: <https://www.intranet.business.aau.dk/business-school-taskforces>
- Presentation Power Point template: <https://www.intranet.business.aau.dk/business-school-taskforces>
- Further information: <https://www.intranet.business.aau.dk/business-school-taskforces/educational-development/>

DEADLINES

Initiation date: 15.02.2020

Preliminary Pitch to Department Council: week 15

Presentation to management group no later than: week 20

Hand in date of report: five days before presentation to management group

CONTACT PERSON

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