

Program Profile for MBA Web Site

Thank you for participating in Hobsons' MBA Web site. We've put together some guidelines that will help you produce a unique program profile for our student readers.

Please submit the following materials via e-mail, CD, DVD, or FTP site.

[Click here to download FTP instructions.](#)

Program information

- Name of program
- Degrees available
- Length of program

Photo

- Quantity: One
- Minimum size: 378 (w) x 250 (h) pixels*
- File format: JPEG, EPS, TIFF, PSD, PNG

**These measurements apply no matter what the dpi/resolution of the photo may be. Do not crop or resize photos.*

Content

- Format: Question & Answer
- Maximum word count: 450
- File format: Microsoft Word
- Answer eight to ten of the following questions about the program you're promoting with your page:
 - What is unique about the program/course/college you're promoting?
 - What are the expected outcomes for a graduate of your program/course/college?
 - Name some career opportunities that graduates of your program/course/college have had.
 - What specific qualifications/characteristics do you look for in prospective students?
 - Highlight some of the faculty members that teach in this program/course/college.
 - How do you think a degree in this program/course/college will help an international student meet their future goals?
 - What are some of your specific program/course/college admission requirements?
 - Describe the classroom environment for this program/course/college.
 - How does this program/course/college stand out among similar programs/courses/colleges?
 - Is work experience available? (internships, co-ops, etc.)
 - Is work experience required to enter this program?
 - Why should undergraduate students consider your program/course/college for graduate study?