

UNIVERSIDAD ESAN



**DETERMINING THE VIABILITY OF A VIRTUAL PLATFORM THAT
HELPS AND FACILITATES THE CHOICE OF A FOREIGN UNIVERSITY.**

**Thesis presented in partial satisfaction of the requirements to obtain the degree
of Master in Business Administration by:**

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Lima, 27 de marzo de 2015

EXECUTIVE SUMMARY:

Agreeing on a holiday destination with all family members is difficult. Planning it? Even worse. And what about leaving the country and everything you know for a whole year? This what all students engaging in an international experience face, and what we are trying to make easier.

After discovering the discrepancy between the burden students face when going abroad and the tools available to them to make the experience and journey go on as swiftly and easily as possible, we started the presented project.

Facing the choice on their destinations, most students use a variety of sources, and need to present a decision in a limited time period. The challenge of selecting a destination, the differences between sources and the information they provide, and the variety of constraints students face in their choice make a hard decision even harder.

For this, a preferred source of research of students, online tools, will be combined with the point of reference for an international academic experience, schools. The enhanced collaboration between Universities and students will enhance the information for both participants, facilitating the choice and preparation of students, and the understanding of schools. Universities will gain more insight on their international visitors, their objectives and motivations, as well as the reputation the schools has abroad. The portal will also give schools the possibility developing their network.

The myriad of collaborative platforms present in the market, that help users decide on the place they should eat at, the plane they should take, or the car they should rent are useful for many customers worldwide. If in such decisions, that have a minimal impact on our lives, a helping hand reaches out for us to make a better choice, a life changing choice such as one on the year spent out of home deserves a solution.