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| BusinessAnalysis |  |
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**Business Analysis**

Internet has become great tool for businesses to stay up to date with their customers, as they could use the internet to find any information they want from anywhere at any time. Each business has their own tool and process to stay successful, in this analysis we have compared University of Louisville Office of Research and Innovation site to help revamp their site compared to other nationwide Researching Universities sites based on the twelve list of websites that we have viewed the most common business processes are Goals, Research, Funds, Involvement, Upcoming events and about us. Out of the twelve website that we research on ten of them had a goal in their homepage, Goal are important as it should answer the following: “What is the Goal of this research and why are we doing this?” The second most important Business Process would be Funds, it allows all internal and external user to know clearly on incoming funding and outgoing capitals. This shows fairness in budgeting and encourage more donors to get involved in the projects.

The least common business process are Social Media and Financial Reporting. Not all Research Departments have an active or a Social Media account, research does not take an hour or a week to share the results of the outcome with community in that case they just have an event tab that includes an upcoming project. Financial Reporting was another least common business process that some websites didn’t include, for example, yearly reports, donations and grants. While Social Media isn’t a very important aspect of business process, I think It wouldn’t be a bad idea to include it, as I think it can be used as a great tool to promote Research and innovation department. I believe that it is very important to include Financial Reporting business process on site as this can help researchers and other external agencies as we the funds go and how well that department is doing compared to others. Financial Report could also be great for students as it could show them were the funds are coming in from.

Out of all of the organization that we have researched, I believe that Michigan State University and Kansas State University are the two that represent the best business practices, both universities have  included all six business processes that we have stated, and both had a clear and concise information, Including Goals, Research, Funding, Involvement, Upcoming events, etc. overall I think Michigan State University Research site is easy to navigate and is informative. what’s also great about this site is that it has a whole funding page where they have graphs and charts of facts and figures of the MSU’s research expenditures, which not a single website that we looked at had it. What’s also great about MSU’s site is that they have a very active social media and newsletters embedded to their site as this could also allow Researching facilities to spread awareness and information that might end up on the local or national news which could be a huge promotion to the Researching facility as it could attract potential Students, Researchers and Funding Agencies

After identifying and analyzing all the various university research websites we came to conclusion that University of Louisville office of Research and innovation could use some of these sites as great source to revamp their site. Some ideas include adding a Fund tab which could help students, staff and researchers with Financial needs, it could also provide statistic of incoming and outgoing funds to give an idea to any external Agencies of where the funds are coming and how they’re being spent. They could also add Research Photos, stories as well as quickly identifiable statistics such as how many researches are being done annually. Finally, I believe that social media plays a big role in today’s society as I stated above having a very active social media account and newsletters embedded to their site could allow Researching facilities to spread awareness and information that might end up on local or national news which could be a huge promotion to the Researching facility as it could attract potential Students, Researchers and Funding Agencies.