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Nota di contenuto	Preliminary Material / Gary Bell , Jon Warwick and Peter Galbraith -- The Need for New Higher Education Management Practices and Metaphors / Gary Bell , Jon Warwick and Peter Galbraith -- Do Industrial Approaches to Quality Management and Performance Indicators Work for Higher Education? / Chris Clare -- Higher Education Management and University Culture / Geoffrey Elliott -- Rethinking Learning in the 21st Century / Stephen R Quinton -- The Funding of Higher Education in England / Stephen Hicks -- Managing E-xpectations / Jo Smedley -- Where Worlds Collide: Changing Spaces to Facilitate Learning / Susannah Quinsee -- A System Dynamics Approach to Improving an Advising System for Business School Undergraduates / John Voyer , Susan Bassi Brown , Nathan Gage , Dmitry Kovalenko and Travis Williams -- Enhancing the Student Experience: Setting up a Student Experience Unit / Ummesalma Mujtaba -- Web-Based Learning Environments / Ozlem Bak -- Making a Bed to Lie in: System Dynamics behind University Management Stress / Peter Galbraith -- An Operational Research Technique for the Formulation of Higher Education Institutional Strategy and Future Directions / Charlotte

Gladstone-Millar , Ashraf Labib , Richard Tonge and David smith --
Challenging Custom and Practice in the Design of Learning
Programmes / Ian Kennedy White and Rosane Lessa Pagano --
Formalization of Models and Strategies for Diversity Management in a
Multiethnic and Multicultural School / Antonio Maturo and Rina
Manuela Contini -- Operations Research Applications in Higher Open
and Distance Learning Systems / Zehra Kamili Öztürk -- Library
Operational Research: Time for a New Paradigm? / Jon Warwick.

Sommario/riassunto

Higher Education in the UK operates in a rapidly changing and highly complex environment. Universities need to adapt quickly to this environment and managers must begin to explore 'new angles' and approaches in addressing the challenges they are now facing. This book offers a tool box of metaphors and associative Operational Research (OR) approaches. Metaphors are a powerful 'way of seeing' but also 'a way of not seeing'. Furthermore, the OR discipline has significantly evolved over the last 30 years which has led to the emergence of three distinctive intellectual areas, namely Hard OR, Soft OR and Methodological Pluralism OR. Drawing on these intellectual areas and on the experience of educational and OR practitioners, the book highlights the use of various OR approaches to a variety of complex and uncertain problems encountered in higher education management. The book aims to explore 'new perspectives' in HE management thinking and to describe and illustrate the use of OR methodologies, methods and techniques in helping HE managers to make informed management decisions.
