

1. Record Nr.	UNINA9910797634003321
Titolo	Advanced business models in international higher education / / edited by Jessica Lichy and Chris Birch
Pubbl/distr/stampa	Newcastle upon Tyne, England : , : Cambridge Scholars Publishing, , 2015 ©2015
ISBN	1-4438-8287-9
Descrizione fisica	1 online resource (138 p.)
Disciplina	338.43378
Soggetti	Education, Higher - Economic aspects
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references at the end of each chapters.
Sommario/riassunto	The future of higher education depends on how managers respond to the challenge of rising costs, changing labour markets and new technologies. More people will follow some form of education programme in the next couple of decades than did previously in all of human history. Most of the capacity to accommodate this demand will be created in the global online environment. The shift in what is currently 'valued' in higher education (towards a knowledge-based economy) is driving the need for new business models. As the pace of change accelerates, education providers need to redefine their strategy