

1. Record Nr.	UNINA9910807816503321
Titolo	The strategic management of higher education [[electronic resource]] : serving students as customers for institutional growth / / [edited by] Hamid H. Kazeroony
Pubbl/distr/stampa	[New York, N.Y.] (222 East 46th Street, New York, NY 10017), : Business Expert Press, c2012
ISBN	1-78268-110-8 1-283-89308-8 1-60649-103-2
Edizione	[1st ed.]
Descrizione fisica	1 online resource (184 pages)
Collana	Strategic management collection, , 2150-9646
Altri autori (Persone)	KazeroonyHamid H
Disciplina	378.111
Soggetti	Universities and colleges - Administration
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 (p. 147-164) and index.
Nota di contenuto	1. Strategies to better serve students and grow institutions / Hamid H. Kazeroony -- 2. The changing environment of higher education / Olga Kovbasyuk and Glyn Rimmington -- 3. Organizational culture in higher education / Rana Zeine, Michael Hamlet, Patrick Blessinger, and Cheryl Boglarsky -- 4. Change process in existing institutions / David P. Bugay -- 5. The changing learners / Michael J. Sukowski -- 6. Supporting learners' activities / Robert Thorn -- 7. Online, hybrid, and face-to-face higher education / Dakin Burdick -- 8. Publishers' technologies and their impact on higher education / Virginia Jones -- 9. Administrative and academic structures: for-profit and not-for-profit / Andrew Carpenter and Craig N. Bach -- 10. Funding: student loans, scholarships, and endowments / Santa Ono, Kristi Nelson, Gisela Escoe, and Caroline Miller -- 11. Accreditation / Cyndy J. Woods-Wilson -- 12. Marketing your institution and its programs / Helena Kantanen -- 13. The 21st century higher education strategy road map / Hamid H. Kazeroony -- References -- Index.
Sommario/riassunto	This book is targeted at the professionals who are interested in reorganizing or restructuring their higher education or postsecondary institutions. It examines the needs of learners in the 21st century, the rise of for-profit higher-education institutions, and the technological

innovations impacting postsecondary education. It also provides examples of administrative processes and how to satisfy regulatory agencies' standards to take advantage of a particular marketing niche for attracting students. This book is organized into 13 chapters that address the changing environment of higher education and the administrative structure, challenges, and requirements for successful execution of start-up operations or changing strategies for existing institutions, as well as provide a summary of findings and additional recommendations.
