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Nota di contenuto	Contents; Preface ; 1. Understanding the Traditional University; Problems and Opportunities ; Assets Worthy of Preservation ; Why Traditional Universities Do What They Do ; Implications for Tuition and Cost Containment ; Business Models and Value Propositions ; 2. The Reengineering Challenge; Flaws in the Academic Business Model Building a Reengineering Portfolio Implementation Considerations ; Responsibilities for Reengineering ; 3. The New Scholarship of Teaching; Conceptual Underpinnings ; Illustrative Applications ; Two "Outside the Box" Proposals ; Organizing for Improvement ; 4. The Cost of Teaching; Alternative Approaches Design of Teaching Systems Modeling from University Transactional Data ; Extending the Model across the Campus ; Areas of Application ; 5. Financial Planning and Budgeting; Envisioning University Information; Coherent Financial

Planning ; Coherent Resource Allocation
; A Model for Balancing Mission and Margin
Conclusion Appendixes ; A. Teaching and Learning
Principles ; B. Course-Based ABC; C.
Computer-Aided Course Design; D. Incremental Cost of Enrollment
; E. Smart What-Ifs in the Course-Based ABC Model; F. Margin
Equivalents for Start-Up Programs; G. Extensions to the Mission-Margin
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