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Autore	MARIANI, Mariano
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Altri autori (Persone)	MASTROMARINO, Salvatore
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2. Record Nr.	UNINA9910960569403321
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Pubbl/distr/stampa	San Francisco, Calif., : Jossey-Bass, c2013
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Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references at the end of each chapters and indexes.
Nota di contenuto	Cover; Title page; Copyright page; Contents; Foreword; Introduction: The Change Imperative; Graduate Management Education's Major Challenges: An Overview; Financial Pressures; Shifts in Student Origin and Age; Changes in Program Numbers and Types; Technological Opportunities-and Threats; The Ongoing Importance of Relevance, Value, and Reputation; What Follows in This Book; References; 1: Ensuring and Enhancing Future Value; Key Topics Covered in This Chapter; The Impact of Graduate Management Education; Individual Value; Organizational Value; Societal Value Waning, Sustaining, or Gaining Value in the Future?Imperative 1: Increasing the Effectiveness of Graduate Management Education; Imperative 2: Defining and Differentiating Within Graduate Management Education; Imperative 3: Recognizing and Expanding Our Espoused Values; Imperative 4: Fulfilling the Promise of Professionalism; A Unique Opportunity for Action; Summing Up; References; 2: Framing and Making Strategic Choices; Key Topics Covered in This Chapter; Four Forces That Make Clear Positioning Vital; Force 1: Evolving Needs; Force 2: New International Competition Force 3: New Business School ModelsForce 4: The Arms Race for Talent; Framing Choices About Positioning; Whom Does the School Serve?; Degree Program Students, Employers, and Recruiters; Executive

Education Program Participants and Employers; Government; What Does the School Do?; Degree Programs; Executive Education Programs; Research; How Does the School Deliver Programs?; Where Does the School Deliver Programs?; Physical Environment; Geographic Location; Who Delivers Programs?; Faculty and Associates; Approaches to Building Faculty at New Schools; How Big Is the School? How Is the School Organized and Managed? Institutional Context; Academic Partnerships; The Dean; School Management; Relationships With Alumni, Recruiters, Clients, and Donors; How Is the School Funded?; Profit Orientation; Program Economics; Fund-Raising; How Will the School Move to the Target Positioning?; How Do We Best Make Decisions on Strategic Positioning?; Conducting Regular Strategic Reviews; Engaging the Right Stakeholders; Using Charts to Clarify Parameters and Dimensions of Choice; Modeling Financial and Resourcing Implications; Different Purposes, Different Choices; Summing Up

3: Managing Aspirations, Resources, and Cost Structures Key Topics Covered in This Chapter; Sources of Funding; State Funding; Tuition From Degree Programs; Tuition From Nondegree Programs; Income From Investments and From Alumni and Corporate Giving; Research's Importance to Business School Business Models; Considering Research's Fundamental Desirability-and Who Pays; Justifying Research Activity; Recruiting Faculty; Using Non-Tenure-Track Faculty; Assessing the Impact of Research on Teaching and Curricula; What It Takes to Develop Reputations; Key Resource 1: Student and Labor Markets Key Resource 2: Quality Faculty

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#### Sommario/riassunto

"An evidence-based approach to improving the practice of graduate management education Compiled by the Graduate Management Admission Council (GMAC) and with contributions by administrators and professors from the top global MBA programs, this book provides business school decision-makers with an evidence-based approach to improving the practice of graduate management education. The book is designed to help navigate the pressures and create revolutionary platforms that leverage a school's unique competitive advantage in a design distinctly tailored for today's business realities. Offers a unique handbook for improving graduate management education Contains contributions from an international group of deans and professors that lead MBA programs Sponsored by GMAC, owner of the Graduate Management Admission Test (GMAT) exam used by over 5,000 programs worldwide This important resource gives academics a proven approach for improving graduate-level management programs"--

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