

1. Record Nr.	UNINA9910160823303321
Autore	Henty G. A
Titolo	Forest and Frontiers
Pubbl/distr/stampa	Munchen : , : Liese, Andreas. OUTSIDE THE BOX, , 2015 ©2015
ISBN	3-95676-010-7
Edizione	[1st ed.]
Descrizione fisica	1 online resource (101 p.)
Collana	Classics to Go Series
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Sommario/riassunto	G.A. Henty originally wrote for a younger audience, the action-adventure tales of author G.A. Henty are thrilling reads for all ages. This is one of his short store in the Western genre.

2. Record Nr.	UNINA9910961794403321
Autore	Weisbrod Burton Allen <1931->
Titolo	Mission and money : understanding the university // Burton A. Weisbrod, Jeffrey P. Ballou, Evelyn D. Asch
Pubbl/distr/stampa	Cambridge : , : Cambridge University Press, , 2008
ISBN	1-107-19044-4 1-316-09877-X 1-281-79130-X 9786611791308 0-511-42940-1 0-511-51101-9 0-511-42821-9 0-511-42978-9 0-511-42760-3 0-511-42892-8
Edizione	[1st ed.]
Descrizione fisica	1 online resource (xv, 339 pages) : digital, PDF file(s)
Disciplina	378.44
Soggetti	Universities and colleges - Finance Education, Higher - Aims and objectives
Lingua di pubblicazione	Inglese
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Note generali	Title from publisher's bibliographic system (viewed on 05 Oct 2015).
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	; 1 An Introduction to the Higher Education Industry ; 1 -- ; 2 The Higher Education Business and the Business of Higher Education -- Now and Then ; 9 -- ; 3 Is Higher Education Becoming Increasingly Competitive? ; 39 -- ; 4 The Two-Good Framework: Revenue, Mission, and Why Colleges Do What They Do ; 58 -- ; 5 Tuition, Price Discrimination, and Financial Aid ; 77 -- ; 6 The Place of Donations in Funding the Higher Education Industry ; 102 -- ; 7 Endowments and Their Management: Financing the Mission ; 130 -- ; 8 Generating Revenue from Research and Patents ; 149 -- ; 9 Other Ways to Generate Revenue -- Wherever It May Be Found: Lobbying, the World Market, and Distance Education ; 162 -- ; 10 Advertising, Branding, and Reputation ; 175 -- ; 11 Are Public and Nonprofit Schools

"Businesslike"? Cost-Consciousness and the Choice between Higher Cost and Lower Cost Faculty ; 196 -- ; 12 Not Quite an Ivory Tower: Schools Compete by Collaborating ; 206 -- ; 13 Intercollegiate Athletics: Money or Mission? ; 218 -- ; 14 Mission or Money: What Do Colleges and Universities Want from Their Athletic Coaches and Presidents? ; 251 -- ; 15 Concluding Remarks: What Are the Public Policy Issues? ; 278.

Sommario/riassunto

Mission and Money goes beyond the common focus on elite universities and examines the entire higher education industry, including the rapidly growing for-profit schools. The sector includes research universities, four-year colleges, two-year schools, and non-degree-granting career academies. Many institutions pursue mission-related activities that are often unprofitable and engage in profitable revenue raising activities to finance them. This book contains a good deal of original research on schools' revenue sources from tuition, donations, research, patents, endowments, and other activities. It considers lobbying, distance education, and the world market, as well as advertising, branding, and reputation. The pursuit of revenue, while essential to achieve the mission of higher learning, is sometimes in conflict with that mission itself. The tension between mission and money is also highlighted in the chapter on the profitability of intercollegiate athletics. The concluding chapter investigates implications of the analysis for public policy.
