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Autore	King Elliot
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Nota di contenuto	Cover -- Title -- Copyright -- Dedication -- Contents -- Preface -- Acknowledgments -- 1 Modern Strategic Planning and Management in Higher Education -- 2 The Practice and Practical Problems of Strategic Planning in Higher Education -- 3 Planning Strategically: An Overview -- 4 Vision and Mission -- 5 Scanning the External Environment -- 6 Techniques for Planning Strategically -- 7 Getting It Done -- Index.
Sommario/riassunto	Best Practices in Planning Strategically for Online Educational Programs is a step-by-step guide to developing strategic plans for creating and implementing online educational programs within higher education institutions. From conception to execution and assessment, the successful management of purposeful online educational programs in colleges and universities carries increasing importance and a unique set of requirements. This book enables administrators and faculty to: identify the opportunities and challenges presented by online education for institutions based on their histories, missions and market positions develop a roadmap for creating and implementing a strategic plan

provide guidance for assessing the plan and insight into the iterative nature of planning. With computer networked-based technologies gaining ground in traditional private and public institutions, this critical volume is the first to apply the principles and practices associated with strategic planning specifically to online educational programs.
