



Master of Arts in Education - Higher Education Administrative Services

Offered entirely online, this program is designed for adult students seeking to accelerate their career path in higher education.

COURSE DESCRIPTIONS

HES 601 The Past, Present, and Future of Higher Education

Explore the history of higher education and emerging trends in the higher education industry.

HES 610 Management Theory and Practice

Gain an understanding of the decision-making process in higher education institutions and have an opportunity to apply an analytical model to an organization.

HES 615 Strategies of Financial Management

Designed to give higher education administrative generalists a basic understanding of financial structure, analysis, and planning; accounting issues; capital structure; the budget process; long-term debt; and investment.

HES 620 Issues in Student Access

Analyzes college cost trends related to tuition and living expenses. Various approaches to calculating and funding student need are presented.

HES 625 Student Development and Services on the Modern Campus

Identifies best practices in student service areas. It also introduces strategies and theory for designing approaches that work most effectively with students.

HES 635 Integrated Data Services

Examines the construction and use of integrated data systems. Emphasis is placed on the use of data systems to support student services, human resources, and other administrative and educational functions.

HES 640 Branding and Enrollment Management

Reviews enrollment management strategies to maximize tuition revenue, focusing on the basics of branding and marketing to boost recruitment and on CRM (customer/student retention management) to improve retention.

HES 641 Education Research and Statistics

This course will examine both quantitative and qualitative methods in educational research. It will equip students with the necessary tools to conduct field research as well as to critically understand and evaluate the research of others.

HES 645 Private and Public Funding

Provides a basic overview of the sources of philanthropy and government funding. Introduces strategies for developing 'asks' in the form of grant proposals and philanthropic cases statements.

HES 650 Organization, Leadership & Governance in Higher Education

Examines a variety of organizational structures and functions at institutions of higher education.

HES 655 Law in Higher Education

Examine legal issues focusing on law as it applies to higher education. Analyzes legal issues faced within higher education.

HES 695 Capstone Best Practice Intervention

An opportunity to demonstrate the knowledge gained through the program. Students will be divided into teams and assigned research projects culminating in a presentation on key future trends in higher education and on the university of the future.