



Managing Intercollegiate Athletics

Daniel Covell, Sharianne Walker

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This practical, comprehensive book combines solid theoretical concepts with relevant examples, extensive factual information, and important insider perspectives to help prepare students who are interested in pursuing a career in collegiate athletics management. The authors' in-depth discussions reveal the inner workings of athletic departments and the conferences and governing organizations that impact them. Using examples from institutions of varying sizes and representing numerous conferences, associations, and divisions, *Managing Intercollegiate Athletics*, second edition, provides an extensive view of management processes such as generating revenue to cover expenses; recruiting and its mechanics and regulations; the role of the conferences and national governing bodies; and academic standards, reform, and fraud.

New to the second edition is an increased emphasis on the impact of division, institution, and department missions and goals on decision making. The book also includes new discussions of the application of management functions--including goal setting, decision making, and strategic management--on intercollegiate athletics at various levels.

Adding to the practical nature of the book, and providing an important critical-thinking component to each chapter, are "**Practitioner Perspectives.**" These contributions demonstrate how and why administrators make and implement their decisions, and they present creative problem-solving ideas for readers that they can use in their own careers. New Practitioner Perspectives in this edition provide, for example, an insider's view from an NCAA vice president, a conference commissioner, and a Division I athletic director.

Chapters also feature one or more **Case Studies** offering an in-depth look at how institutions grapple with management challenges. In the second edition, new case studies look at the NCAA's leadership role in the Penn State University abuse case, the role of the TRAC model to ensure data-based decision making in terminating the University of Alabama at Birmingham football program, and others. These case studies and accompanying questions can serve as starting points for class discussion.

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