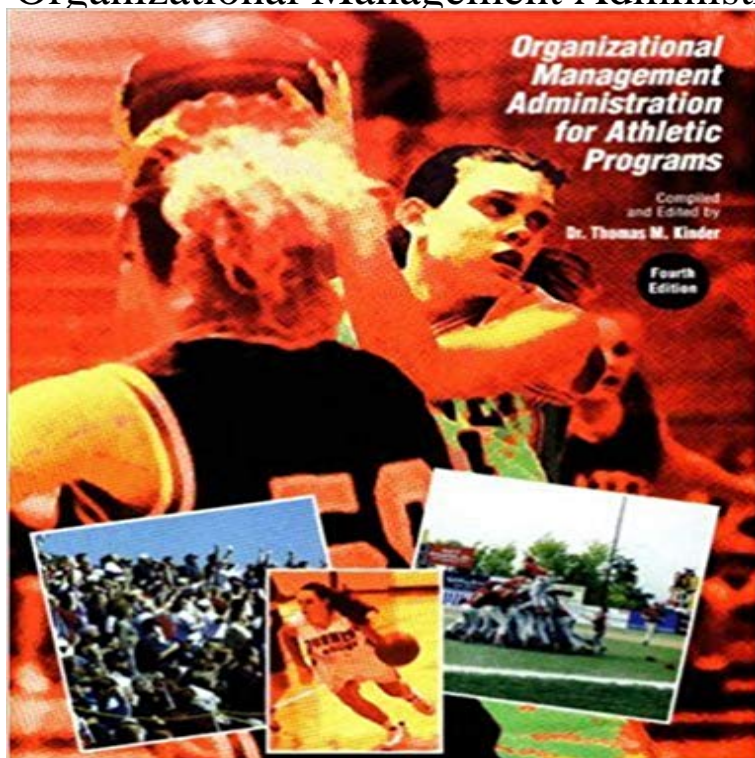


Organizational Management Administration for Athletic Programs



Sports Administration as a profession is developing and expanding at a rapid rate in this country. This text is designed primarily to strengthen those facts of administration which are deemed important to today's directors. There are 16 chapters and 19 authors who are distinguished administrators and scholars and acknowledged specialists in the field. Chapters cover: 1) Administrative Theory 2) Academics and the Athletics Administrator 3) Responsibilities to the Student-Athletes and Goal Challenges 4) Drug Education and Screening: Implication for Colleges, Universities and Athletic Administrators 5) Athletic and Physical Education Facility Management 6) Administration of Athletic Contests 7) Financial Management and Business Procedures 8) Purchasing, Receiving and Care of Equipment 9) Promotions and Public Relations 10) Computers in Athletic Management 11) Television and Athletic Administration 12) Construction of Athletics Facilities 13) Sport Activities and the Law 14) Trends in Women's Athletics 15) Intramurals 16) The Role of Associations and Conferences.

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