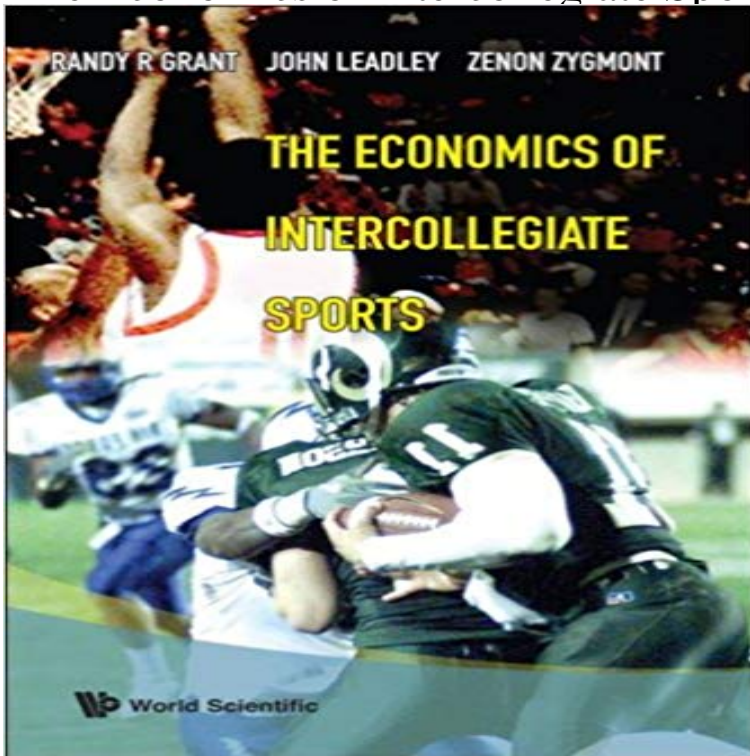


The Economics of Intercollegiate Sports



Does the National Collegiate Athletic Association (NCAA) exploit student athletes? Should athletes be paid? Does Title IX unfairly discriminate against mens sports? Are the salaries of head coaches excessive? Why is there so much cheating in college sports? Should the sports department be subsidized by the university? Why do universities place so much emphasis on athletics? The above are just some of the questions raised in this sports economics textbook specially designed to teach undergraduate students about the college sports industry. The book focuses on the unique cartel structure of the NCAA and its member institutions to shed light on the labor market for college athletes and coaches; the tension between athletics and academics; the finance of athletic departments; the role of the media and commercialization of college sports; race, gender, and legal issues; and the desirability and plausibility of reform. The book reinforces the economic analysis with a variety of examples of recent events and can be used as either a primary or secondary text. Contents: The History of Intercollegiate Athletics and the NCAA; Cartels in College Sports; The Labor Market for College Athletes; Athletics and Academics; The Labor Market for College Coaches; The Athletic Department and the University; The Media and Intercollegiate Sports; Race and Gender Issues in Intercollegiate Sports; Reforming College Sports.

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