

LSC Use Only
Number: _____
Submission Date: _____
Action-Date: _____



96-12
95-57
UWUCC USE Only
Number: _____
Submission Date: _____
Action-Date: App 4/8/97
Senate App 4/29/97

CURRICULUM PROPOSAL COVER SHEET
University-Wide Undergraduate Curriculum Committee

I. CONTACT

Contact Person Lincoln H. Marshall Extension _____ Phone 3286 or 4440
Department Hotel, Restaurant, and Institutional Management

II. PROPOSAL TYPE (Check All Appropriate Lines)

COURSE Intro to Casino Ind
Suggested 20 character title

New Course* HR 350 Introduction to the Casino Industry
Course Number and Full Title

Course Revision _____
Course Number and Full Title

Liberal Studies Approval + _____
for new or existing course Course Number and Full Title

Course Deletion _____
Course Number and Full Title

Number and/or Title Change _____
Old Number and/or Full Old Title

New Number and/or Full New Title

Course or Catalog Description Change _____
Course Number and Full Title

PROGRAM: Major Minor Track

New Program* _____
Program Name

Program Revision* _____
Program Name

Program Deletion* _____
Program Name

Title Change _____
Old Program Name

New Program Name

III. Approvals (signatures and date)

[Signature] 2/3/96
Department Curriculum Committee

Mary E. Searles 3/22/96
College Curriculum Committee

[Signature] 3-21-96
Department Chair

[Signature] 22/4/96
College Dean

+ Director of Liberal Studies (where applicable)

*Provost (where applicable)

I. CATALOG DESCRIPTION

HR 350 Introduction to the Casino Industry (3c-01-3sh)

Prerequisite: Sophomore, or permission of the professor.

Introduces the student to the multi-billion dollar casino industry. It examines the gaming industry from a historical perspective and includes legal, social and economic issues. It also reviews the various games played in casinos, the current trends as well as the most popular casino destinations in the world. Special attention will be devoted to the growth of casinos on cruise ships, Native American reservations and on riverboats in the USA. This course includes a field trip to Atlantic City or another casino, which occurs on a weekend. This field trip serves as a catalyst to appreciate all of the theoretical concepts discussed in the lectures.



Course Syllabus
HR 350
INTRODUCTION TO THE CASINO INDUSTRY

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II. COURSE OBJECTIVES

Upon completion of the course, the student will be able to:

1. State factors that contributed towards the development of the casino industry.
2. List and describe the different types of gambling.
3. Describe the organization of casinos in the USA and in other parts of the world.
4. Calculate table and slot count, and explain the financial structures of casino.
5. Explain and describe the economic impact of casino.
6. Describe the psychology of gambling.
7. Recognize and state sociological aspects of gambling.
8. Identify the various steps and operational strategies used to manage a casino.
9. Apply the four "Ps" (i.e., place, product, price and promotion) used in casino marketing.
10. Identify and list current and future trends in casino industry.

III. COURSE OUTLINE

- A. Course overview [1.5 hours]
- B. The history of gambling and casinos. [1.5 hours]
 - 1. Ancient Origins
 - 2. Gambling in Europe and England
 - 3. Gambling in the United States
 - 4. Gambling in the Twentieth Century
- C. The psychology of gambling. [3 hours]
 - 1. Who gambles
 - 2. Why do people gamble?
 - 3. Types of gamblers
 - 4. Freud's view
 - 5. Other views
 - 6. Science versus luck
- D. Casino laws and regulations [3 hours]
 - 1. Historic Events of Nevada Gaming Regulations
 - 2. Nevada
 - 3. Gaming Control Board
 - 4. Licensing
 - 5. Gaming Commission
 - 6. Gaming Policy Committee
 - 7. Types of Gaming
 - 8. New Jersey
 - 9. Historic Events of New Jersey Gaming Regulations
 - 10. Division of Gaming Enforcement
 - 11. Casino Control Commission
 - 12. Types of Gaming Licenses
- E. Native American gaming [3 hours]
 - 1. Evolution of Native American Gaming
 - 2. National Native American Gaming Association
 - 3. Types of Native American Gaming
 - 4. The National Native American Gaming Commission
 - 5. Pending Legislation
 - 6. Economic Impact of Gambling on Native American Tribes
 - 7. External Concerns
 - 8. Social Concerns
 - 9. Recent Developments
 - 10. Future Trends in Native American Gaming
- F. Riverboats [1.5 hours]
 - 1. Iowa
 - 2. Illinois
 - 3. Mississippi
 - 4. Louisiana
 - 5. Indiana

6. Missouri
 7. Current and future trends of riverboat casinos
- G. Cruise ship casinos. [1.5 hours]
1. Types of Cruises
 2. Comparison of Land Based and Ship Based Casinos
 3. Ship Activities
 4. Games Played on Cruise Ships
 5. Casino Management
 6. Establishing Ship Credit
- H. International casino gambling. [3 hours]
1. Casinos in Africa
 2. Casinos in the Caribbean
 3. Casinos in Central and South America
 4. Casinos in Asia and Australia
 5. Casinos in Europe
 6. Taxes
 7. American Influence on the International Casino Industry
- I. The economic impact of casinos [3 hours]
1. Economic Concerns
 2. Economic Benefit of Tourism
 3. Infrastructural Costs
 4. Social Costs
- J. The sociological impact of casino gambling [3 hours]
1. Social Concerns of Gambling
 2. Why Do People Gamble
 3. Compulsive Gambling
 4. Underage Gamblers
 5. Casinos and Criminal Activities
 6. Negative Impact of Casino Gambling
 7. Casino Employees
 8. Social Cost of Casino Gambling
 9. Minorities and Low Income Individuals
 10. Future Social Trends
- K. Casino operations [3 hours]
1. Definitions
 2. Casino Financial Structure
 3. Social Issues
 4. Accounting Procedures
 5. Table and Slot Counts
 6. Credit Procedures
 7. Game Rules
 8. Gambling Profile
 9. Human Resources
 10. Case Study

- L. Marketing and Slots [3 hours]
1. Marketing and Customer Relations
 2. Product
 3. Price
 4. Place
 5. Promotion
 6. Advertising
 7. Casinos Additional Marketing Needs
- M. Surveillance and security [3 hours]
1. The history of the department
 2. How does surveillance differ from security
 3. Overview of the surveillance department
 4. Surveillance's organizational chart
 5. Surveillance's role in the "soft count"
 6. The role and function of the security department
 7. The future of the surveillance department
- N. The future of casino gambling [3 hours]
1. Social Environment
 2. Social Concerns
 3. Human Resources
 4. Educational Concerns
 5. Regulations
 6. Geographical Expansions
 7. Native American Gaming
 8. Technological Trends
- O. Research Presentations [3 hours]

IV. EVALUATION METHODS

The final grade for the course will be determined as follows:

- Examinations (100 points each) 30%
 - There will be three examinations equally spaced during the semester. These examinations will consist of true-false, multiple-choice and short essay questions
- Final Examination (200 points) 20%
 - The final examination will be comprehensive consisting of true-false, multiple-choice and short essay questions
- Field Trip Report (100 points) 20%
 - A written report of the field trip to Atlantic City is required.
- Classroom Presentation (200 points) 10%
 - Students will research an assigned topic and present it to the class.
- Abstracts (100 points) 10%
 - Each student will write four abstracts of current casino events.

- oClass Participation (100 points) 10%
 ●Attendance and discussions during the lecture will be rewarded

Grading Scale

Letter Grade	Points
A =	1000 - 900
B =	899 - 800
C =	799 - 650
D =	649 - 550
F =	Less than 549

V. REQUIRED TEXTBOOKS

Marshall, L. and Rudd, D. (1996) Introduction to Casino and Gaming Operations. Englewood Cliffs, NJ: Prentice Hall

VI. SPECIAL RESOURCE REQUIREMENTS

oStudents will be expected to pay for the trip to Atlantic City.

oCasino industry professionals will be invited to make presentations to the class.

VII. BIBLIOGRAPHY

American Institute of Certified Public Accountants (1984) Audits of Casinos: Prepared by the Gaming Industry Special Committee. New York: American Institute of Certified Public Accountants.

Bain, J.H. (1994) Casinos: The International Casino Guide. B..DI.T., Inc., Port Washington : New York

Better Government Association (October, 1992) Staff White Paper: Casino Gambling in Chicago. Chicago

Brenner, G.A. (1988) Why People Gamble? Reno : The Gambling Research: Proceedings of the Seventh International Conference on Gambling and Risk Taking

Casino Player

Casino Control Commission (1994) Affirmative Action Compliance Quarterly Report - 2nd Quarter

Connecticut. Task Force on Casino Gambling (January, 1993) Final Report --Casino Gambling / Task Force on Casino Gambling. Hartford, Connecticut: The Task Force

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Economic Research Associates (1982) The role of gaming in the Nevada economy. in W.R. Eadington *The gaming papers: Proceedings of the Fifth National Conference on Gambling and Risk Taking.* vol 8, pp. 223-249, Reno: University of Nevada.

Fridgen, J. D. (1991) Dimensions of Tourism. East Lansing, MI: The Educational Institute of the America Hotel & Motel Association.

Friedman, B. (1982) Casino Management. Secaucus, N.J.: Lyle Stuart Inc.

Greenless, E.M. (1988) Casino Accounting and Financial Management. Reno: University of Nevada Press.

Harrison, K. (1992) Economic effects of commercial gaming in New Jersey. in Eadington W. and Cornelius J. (eds.) *Gambling and Commercial Gaming Essays in Business, Economic, Philosophy and Science.* pp. 105-119, Reno

International Gaming & Wagering Business

Nevada Gaming Commission & State Gaming Control Board (1990) Gaming Nevada Style. Carson City, Nevada: SPO

Nevada Gaming Commission & State Gaming Control Board (1990) Gaming Nevada Style. Carson City, Nevada: SPO

Patterson, Jerry L. (1982) Casino Gambling. New York: G.P.Putnam's Son.

Vinson, B. (1989). Las Vegas Behind the Tables. Grand Rapids, MI: Gollehon Press.

Sifakis, C. (1990) The Encyclopedia of Gambling. New York: Facts on File, Inc.

Walker, M.B. (1992) The Psychology of Gambling. New York :Pergamon Press

**COURSE ANALYSIS QUESTIONNAIRE
INTRODUCTION TO THE CASINO INDUSTRY
HR 350**

Section A: Details of the course

- A1. This course will be a free elective for students in the B.A. Hotel, Restaurant, Institutional, Management program. It may also be used as an elective for students of other majors. This course is not intended for inclusion in the Liberal Studies Program.
- A2. This course does not require changes in other courses or programs.
- A3. This was developed by Lincoln Marshall, and was unanimously approved by the HRIM Department's Curriculum Committee during the Spring of 1992. The course was offered as a Special Topic during the Fall of 1992 and 1993. It is scheduled to be taught in the Fall, 1995.
- A4. This course is not intended to be dual level.
- A5. This course is not to be taken for variable credit.
- A6. Similar courses are offered at these institutions:
1. Cornell University :HA 408 Casino Management
 2. Widener University :HRM 364 Casino Hotel Management
 3. University of Las Vegas Nevada : HOA 131 Introduction to the Casino

A catalog description of the above courses is found in Appendix A.

- A7. The content of this course is not recommended or required by any professional society, accrediting authority, law or other external agency.

Section B. Interdisciplinary Implications

- B1. This course will be taught by a faculty member in the Hotel, Restaurant, Institutional Management Program.
- B2. This course does not overlap with any other courses at the University.
- B3. One seat in each section of this course will be reserved for a student in the School of Continuing Education.

Section C. Implementation

- C1. No new faculty are needed to teach this course.
- C2. Other Resources
 - a. Current space allocations are adequate to offer this course.
 - b. No additional equipment is necessary to teach this course. Two university vans are borrowed, and two faculty members drive them to Atlantic City.
 - c. The Department's budget is sufficient to purchase library supplies for this course.
 - d. One hundred dollars travel funds are needed.
- C3. No grant funds are associated with this course.
- C4. This course will be offered once a year in the Fall semester.
- C5. One section of the course will be offered at a time.
- C6. Forty students will be accommodated in this course.
- C7. No professional society recommends enrollment limits or parameters for a course of this nature.

Section D. Miscellaneous

No additional information is necessary.

Appendix A

Course descriptions of similar courses offered at other accredited institutions:

1. Cornell University :HA 408 Casino Management
 - Lectures will include history on gaming, casino operations and interrelationship with hotel operations, marketing, accounting and controls and financial analysis of existing casinos.

2. University of Las Vegas Nevada : HOA 131 Introduction to the Casino
 - An overview of the casino, topics include; economics of casino, an interface with the hotel organization and terminologies.

3. University of Houston :HRMA 4397 Introduction to gaming and casino management
 - Understanding of the components of casino management and how the hospitality industry is affected by gaming.