

# SYLLABUS FOR GAMING MANAGEMENT I

COURSE NUMBER: GAM 334  
COURSE NAME: GAMING MANAGEMENT I  
CLASS TIME: 2:30-3:45 PM  
CLASSROOM: BEH 103  
INDIVIDUAL MEETINGS BY APPOINTMENT

SECTION: GAM 334-1001(22362)  
CLASS DAYS: MON & WED

## COURSE DESCRIPTION

Gaming Management I is designed to give the student a broad overview of the workings of a typical commercial casino/ hotel environment. We will review the history of legal gambling and how it has evolved into the present. We will be reviewing the types of casinos, organizational structure, the financial flow of various departments, table games, slots, race and sports books, operational analysis, casino marketing, special events and the regulatory environment in various venues.

## INSTRUCTOR GOALS AND LEARNING OUTCOMES FOR STUDENTS:

It is my goal to make this class interesting enough that you will consider a career in the gaming industry. A casino is an exciting and vibrant environment, full of color and fun. At the conclusion of this class you will be able to:

1. Explain the history of early gambling and the progression of illegal and legal gambling in the United States
2. Describe the organizational structure of a typical hotel/casino
3. Analyze the regulatory oversight of various gambling businesses in the United States
4. Describe the evolution of Indian Gaming
5. List the characteristics of integrated and repeater-market resorts
6. Demonstrate competency in reading and understanding the typical hotel/casino daily operating report
7. Articulate how the casino cage works; how players apply for and use credit
8. Explain how Title 31 affects casino operations; suspicious activity
9. Describe how slot departments are organized; game types; participation games; how slots win money
10. Summarize ticket-in and ticket-out; game mix; game placement
11. Articulate table games organizational structure; how table games win money
12. Describe how casinos manage Blackjack, Baccarat, Craps, Roulette, Carnival Games
13. Describe how casinos manage Pai Gow Poker and Pai Gow Tiles; linked bonus systems
14. Illustrate how Race and Sports books work; organizational structure; how betting lines are established
15. Explain the concept of pari-mutuel betting system; what is "take-out"; how are "lines" established; portable devices
16. Demonstrate knowledge of vigorish or "juice"; parlay cards; money lines
17. Explain how the casino marketing department works; special events; slot clubs
18. Provide an overview of current problem gambling research and regulation

## REQUIRED TEXTBOOK:

INTRODUCTION TO CASINO MANAGEMENT, by Anthony Lucas and Jim Kilby. Available at the UNLV book store. Please check with me about any books on gambling or casino that you are considering buying. There is a lot of misinformation out there and I wouldn't want you wasting money on bad books. I will recommend several books for you during the course of our discussion that I think would be valuable if you intend to make a career of the casino industry.

#### GRADES:

Six quizzes and a final exam will be given during the semester. Each quiz will count as 10% of your grade. You will be allowed to drop one lowest quiz grade, but there are no make-ups. The final exam will count as 20%. Your attendance, assignments and class participation will count as 10% each. Your final grade will be awarded on the following scale:

90-100% = A  
80- 89.99% = B  
70-79.99% = C  
60-69.99% = D  
BELOW 60% = F

#### PARTICIPATION

The only dumb question is the one not asked! The casino industry is filled with a bewildering jargon and things that seem elementary to others may not be to you. Since gambling is such a large part of everyday life in Nevada, students should be aware of current issues that involve the casino industry. The Las Vegas Review-Journal Business Section is a good place to start for everyday news.

#### ATTENDANCE

Since I am teaching specific skill sets, there is a direct correlation between attendance and learning. Beginning Wednesday, January 28th, attendance will be taken at the beginning of every class. If you come in late, please see the instructor to make sure you were not marked absent. You will be allowed two absences for the semester. After those two are gone, your grade will be reduced 1% every time you are absent.

#### CHEATING

Having been involved in serious cheating episodes by employees and co-workers in the casino industry, I am particularly sensitive to dishonesty in all forms. "If it looks like a duck and quacks like a duck, it's probably a duck." During quizzes and exams, please do not be caught doing things a cheater might be seen doing. Any offender's paper will be confiscated and given a grade of 0. If you are caught cheating I will report you to the Hotel College and you will receive a failing grade for the class.

#### CONDUCT

Quoting from the University's catalog, "Students are expected to conduct themselves in appropriate ways. If a student does not comply with course requirements or obstructs the functioning of a class, the instructor may initiate an administrative drop."

#### UNLV POLICIES AND RESOURCES

**Academic Misconduct** – Academic integrity is a legitimate concern for every member of the campus community; all share in upholding the fundamental values of honesty, trust, respect, fairness,

responsibility and professionalism. By choosing to join the UNLV community, students accept the expectations of the Student Academic Misconduct Policy and are encouraged when faced with choices to always take the ethical path. Students enrolling in UNLV assume the obligation to conduct themselves in a manner compatible with UNLV's function as an educational institution.

An example of academic misconduct is plagiarism. Plagiarism is using the words or ideas of another, from the Internet or any source, without proper citation of the sources. See the *Student Academic Misconduct Policy* (approved December 9, 2005) located at:

<https://www.unlv.edu/studentconduct/student-conduct>.

**Copyright** – The University requires all members of the University Community to familiarize themselves **with** and to follow copyright and fair use requirements. **You are individually and solely responsible for violations of copyright and fair use laws. The university will neither protect nor defend you nor assume any responsibility for employee or student violations of fair use laws.** Violations of copyright laws could subject you to federal and state civil penalties and criminal liability, as well as disciplinary action under University policies. Additional information can be found at:

<http://www.unlv.edu/provost/copyright>.

**Disability Resource Center (DRC)** – The UNLV Disability Resource Center (SSC-A 143, <http://drc.unlv.edu/>, 702-895-0866) provides resources for students with disabilities. If you feel that you have a disability, please make an appointment with a Disabilities Specialist at the DRC to discuss what options may be available to you.

If you are registered with the UNLV Disability Resource Center, bring your Academic Accommodation Plan from the DRC to the instructor during office hours so that you may work together to develop strategies for implementing the accommodations to meet both your needs and the requirements of the course. Any information you provide is private and will be treated as such. To maintain the confidentiality of your request, please do not approach the instructor in front of others to discuss your accommodation needs.

**Religious Holidays Policy** – Any student missing class quizzes, examinations, or any other class or lab work because of observance of religious holidays shall be given an opportunity during that semester to make up missed work. The make-up will apply to the religious holiday absence only. It shall be the responsibility of the student to notify the instructor no later than the end of the first two weeks of classes, **January 29, 2016**, of his or her intention to participate in religious holidays which do not fall on state holidays or periods of class recess. For additional information, please visit:

<http://catalog.unlv.edu/content.php?catoid=6&navoid=531>.

**Incomplete Grades** - The grade of I – Incomplete – can be granted when a student has satisfactorily completed three-fourths of course work for that semester/session but for reason(s) beyond the student's control, and acceptable to the instructor, cannot complete the last part of the course, and the instructor believes that the student can finish the course without repeating it. The incomplete work must be made up before the end of the following regular semester for undergraduate courses. Graduate students receiving "I" grades in 500-, 600-, or 700-level courses have up to one calendar year to complete the work, at the discretion of the instructor. If course requirements are not completed within the time indicated, a grade of F will be recorded and the GPA will be adjusted accordingly. Students who are fulfilling an Incomplete do not register for the course but make individual arrangements with the instructor who assigned the grade.

**Tutoring** – The Academic Success Center (ASC) provides tutoring and academic assistance for all UNLV students taking UNLV courses. Students are encouraged to stop by the ASC to learn more about subjects offered, tutoring times and other academic resources. The ASC is located across from the Student Services Complex (SSC). Students may learn more about tutoring services by calling 702-895-3177 or visiting the tutoring web site at: <http://academicsuccess.unlv.edu/tutoring/>.

**UNLV Writing Center** – One-on-one or small group assistance with writing is available free of charge to UNLV students at the Writing Center, located in CDC-3-301. Although walk-in consultations are sometimes available, students with appointments will receive priority assistance. Appointments may be made in person or by calling 702-895-3908. The student's Rebel ID Card, a copy of the assignment (if possible), and two copies of any writing to be reviewed are requested for the consultation. More information can be found at: <http://writingcenter.unlv.edu/>

**Library Resources** – Students may consult with a librarian on research needs. For this class, the subject librarian is Lateka Grays (<http://guides.library.unlv.edu/hospitality>). UNLV Libraries provides resources to support students' access to information. Discovery, access, and use of information are vital skills for academic work and for successful post-college life. Access library resources and ask questions at <https://www.library.unlv.edu/>.

### **Communication within the College**

All students are encouraged to subscribe to the student listserve for the College of Hotel Administration. To subscribe, go to: <http://groups.yahoo.com/group/unlvhotelcollege> . All information relevant to the College, job opportunities, activities, clubs, scholarships, etc. will be posted on this list serve. To be informed of opportunities available to you, YOU NEED TO BE A SUBSCRIBER TO THE LISTSERVE.

### **Academic Advising:**

Academic advising is available through the college's Student Advising Center – BEH 543.

**Rebelmail** – By policy, faculty and staff should e-mail students' Rebelmail accounts only. Rebelmail is UNLV's official e-mail system for students. It is one of the primary ways students receive official university communication such as information about deadlines, major campus events, and announcements. All UNLV students receive a Rebelmail account after they have been admitted to the university. Students' e-mail prefixes are listed on class rosters. The suffix is always [@unlv.nevada.edu](mailto:@unlv.nevada.edu). Emailing within WebCampus is acceptable.

**Final Examinations** – The University requires that final exams given at the end of a course occur at the time and on the day specified in the final exam schedule. See the schedule at: <http://www.unlv.edu/registrar/calendars>.

**University Property and Security:** If caught misappropriating State property, the student will be dropped from the College. The University may also wish to press formal charges. If you purchase items used in operation, you will be reimbursed for this purchase (if you have a proper receipt). Once you have been reimbursed, those items purchased become property of the University of Nevada, Las Vegas. No reimbursement will be made without proper receipt of purchase and strict adherence to UNLV policy.

Students should not bring valuables, personal items unrelated to course activities, or book bags into the building. The University of Nevada, Las Vegas staff and/or faculty will not be held responsible for the loss of personal items or valuables.

All books, papers, notebooks, and class-related items should be kept secured during the class. If you have valuables that must be locked please let your instructors know so that you can place your items in a secured office during class hours.

**Alcohol and Drug Use:** Students who consume any type of alcoholic beverages, use illegal drugs during class time, or attend class intoxicated will be immediately dropped from the course and sent to the university disciplinary board with recommendation for expulsion. Please do not come to class under the influence.

**Insurance:** The University of Nevada System does NOT carry insurance for students working in laboratories. This includes the Hotel College kitchens, dining rooms, and lounge/bar. Each student will have to provide his/her own coverage. If you are not covered by a family policy, you should purchase student insurance from the University. Information is available from the registrar's office. Although our safety record has been good, there is always a chance that an injury could occur that results in a trip to the hospital. Should an incident such as this occur, the University will not pay for the expenses incurred; it will be the responsibility of the student.

**IMPORTANT! SEATING CHART PICTURE: IT IS MY GOAL TO KNOW ALL OF YOU BY NAME. I USE A SEATING CHART FOR CALLING ON STUDENTS AND TAKING ATTENDANCE. PLEASE SEND ME AN APPROXIMATELY 1" X 1" PICTURE OF YOURSELF TO MY E-MAIL ADDRESS BY JANUARY 26TH: SEND YOUR PICTURE (WITH YOUR NAME!) TO ME AT: [jmwilcock1@cox.net](mailto:jmwilcock1@cox.net).**

**PLEASE TURN OFF YOUR CELLPHONE AND PUT IT AWAY!**  
**NO FOOD OR DRINK WITH THE EXCEPTION OF WATER**