



MHA 627: Gaming Technologies

Spring 2022

Instructor Name:

Phone:

E-Mail:

Office Hours:

Office Location:

Course Meeting Time:

COURSE DESCRIPTION

Examination of the current level of casino gaming technology use, the potential uses of existing technology, and emerging technologies in the casino industry with an emphasis on the role of technology as a strategic tool in casino operations.

Note: This course is delivered entirely on-line and, depending on your learning style, *it may be more time consuming than a traditional course delivered in the classroom*. The course material and set up will require about 15-17 hours each week. Please plan your time commitment for this course accordingly.

COURSE PREREQUISITES

Enrollment in the Gaming Management Subplan of the MHA program.

COURSE OBJECTIVES

The purpose of this course is to increase student understanding of and expertise in effectively addressing gaming technology management issues. The main objective is to have students analyze and evaluate current gaming technology issues and trends and enhance their ability to make effective management decisions around these issues.

Upon successful completion of this course, the students should be able to:

1. Explain, in broad terms, how technology is used in the gaming industry.
2. Discuss the evolution of casino technologies.
3. List the major challenges casinos are facing due to technology adoption.
4. Describe the potential opportunities for applying IT in casino resort settings to gain competitive advantage through customer service enhancements, cost reductions, revenue generation, and newproduct/service offerings.
5. Analyze the main segments of a research study on gaming technologies and evaluate the findings.
6. Assess the key gaming technology issues/trends presented and interpret the implications.
7. Deduce the underlying reasons for technology related operational issues in the gaming

industry.

REQUIRED TEXT, READING, AND INSTRUCTIONAL RESOURCES

Readings as assigned via WebCampus. Access to a Case Study package will also be provided.

COURSE GRADING & ASSIGNMENTS

UNLV Credit Hour Policy and Class Time

Keep in mind the university policy on classes is "One semester credit hour represents an amount of instruction that reasonably approximates both 50 minutes per week of classroom-based direct instruction and a minimum of two hours per week of student work outside the classroom over a fall or spring semester." (<https://www.unlv.edu/advising/policies-forms>)

MHA courses are completed in half the time. This equates to a minimum 17 hours/week for this 3-credit class. This is a minimum and I have built the class around this time.

| Graded Items* | Points |
|---|------------------|
| (1) Hot Topic Discussions (4 @ 50 pts. each) Hot Topic posts include two graded tasks: responding to the question posed by Thursday of the associated week, and critiquing the responses posted by other members of the class by Sunday of the same week. Refer to the course schedule at the end of this document for the associated weeks. | 20% (200 points) |
| (2) Case Study Reports (2 @ 100 pts. each) Case Study Reports are similar in format with the Hot Topic Discussions. The reports call for careful synthesis and evaluation of the assigned cases. A synopsis along with responses to the questions posed are posted by Thursday of the associated week. Replying to comments posted by others is required and due by Sunday of the same week. | 20% (200 points) |
| (3) Research Article Critique The main objective of this task is to learn about gaming research trends and evaluate an academic research article. Each student will be asked to pick one of the research articles provided and offer a written critique using the rubric provided. Week 4 is designated for this activity. | 20% (200 points) |
| (4) Interview Report This assignment is designed to give you the opportunity to meet an industry professional who is an expert in gaming technology. For this interview report you are asked to interview a casino industry professional (someone who is responsible for technology decisions) or a casino technology vendor. Requirements for this task will be posted on WebCampus. You will be able to select an interviewee whom you have access to (upon instructor approval) or be assigned an interviewee by the instructor. The report will be due at the end of week 7. | 20% (200 points) |
| (5) Final Exam A multiple-choice/short-essay format exam will be presented at the last week of class. The exam will cover assigned readings, discussions and other related materials introduced throughout the course. One of the objectives of having the comprehensive exam is to give each student the opportunity to review the topics covered. The exam is an individual effort, and you may not work on it together with others. | 20% (200 points) |

| Graded Items* | Points |
|--|---------------------|
| Total *Late submissions are not accepted. ** The research article critique and the interview report are due <u>before</u> 11:59 PM (PST) on Sunday of the associated week. The final exam is due on Friday, March 4 th at 11:59 PM (PST). | 100% (1,000 points) |

GRADING POLICIES

No Make-up Items Policy: The schedule of graded items is provided at the end of this syllabus. Students should plan accordingly.

- Only in extreme emergency circumstances (such as hospitalization with official documentation), a make-up exam or graded task can be re-scheduled.
- Providing official documentation of extenuating circumstances is required **prior to** the scheduled exam or graded task.
- If advance notice was not possible due to a documented emergency, the student must notify the instructor within two business days.
- The instructor will not respond to a student's email which asks for make-up exams unless the student presented the official documents.
- The instructor will not make accommodation for students on assignments, exams, or other required items due to work schedules, other class schedules, or other obligations.

In the spirit of fairness and university guidelines for ethics, the instructor will not respond to any students' requests for giving extra credit opportunities. Grades are not negotiable. If you need help during the semester, do not hesitate to reach out for assistance.

Course Grading Scale:

| | |
|-----|---------------|
| A: | 93 - 100% |
| A-: | 90 - 92.9% |
| B+: | 87 - 89.9% |
| B: | 83 - 86.9% |
| B-: | 80 - 82.9% |
| C+: | 77 - 79.9% |
| C: | 73 - 76.9% |
| C-: | 70 - 72.9% |
| D+: | 67 - 69.9% |
| D: | 63 - 66.9% |
| D-: | 60 - 62.9% |
| F: | 59% and below |

Please note that grades will not be rounded up.

Technical Issues, Assistance & Support:

Please note that we are 100% dependent on technology for the delivery of this class. Therefore, it is very important for you to know that you *cannot* rely on technology to work every time. To avoid unexpected problems, *always do your assignments and take your quizzes/exams well before they are due*. If you leave a graded task to the last minute, problems may arise, such as Internet connection not working, etc. Should you encounter technical issues during submission of a graded task, you must immediately document them and notify your instructor, i.e., email screenshot with

time stamp, copy instructor on email to Help Desk. For assistance with any WebCampus issues call the Student Computing Support Center at (702)895-0761 or visit <https://www.it.unlv.edu/it-help-desk> .

*** IMPORTANT:** Please do not contact the professor for technical assistance since the professor has no control over the technical aspects of the learning platform.

Communication Conduct and Expectations:

All communication should be made via UNLV student e-mail accounts or WebCampus email function. When communicating with the professor, students should do the following: include a relevant subject line (MHA 627 – question about hot topic discussion 1), address the person you intend to communicate with, supply your full name, and nature of communication. Refrain from using inappropriate language in your communication. Inappropriate communication as well as e-mails sent from a non-UNLV account will not be acknowledged. Please remember; we all represent a global brand – the UNLV College of Hospitality. Let’s keep this in mind and always communicate professionally.

Virtual Office Hours and Course Questions

- I will be available online throughout the semester and do my best to reply to your e-mails within two business days. Zoom, WebEx or Google Meets appointments are welcome during the designated virtual office hours. Please e-mail me if you would like to schedule an appointment. The best way to reach me is by email.
- Since the deadlines for graded items are often on Thursdays or Sundays, email your question early in the week (preferably on Mondays) so that I can get back to you before the assignment deadline. If you leave questions until the day of an assignment is due, I may not be able to respond in time.
- Before writing an email, you must first review course materials such as the syllabus, and the posted announcements for the answers to your questions.

Class Copyright Policy

- Students are not allowed to copy, distribute, share, or post *any* course materials without the written permission of the instructor. Failure to adhere to this policy will be treated as a student code of conduct violation and may result in a grade of F for the entire course.

COURSE SCHEDULE

| Week of | Module | Topic | Assignment |
|---------|--------|---|--|
| 1/10 | 1 | History of Casino Technology/Scanning Tech Trends | <ul style="list-style-type: none"> • Introductions • Syllabus Agreement • Hot Topic Discussion #1(*due before 11:59 PM on Thursday 01/13 and then on Sunday 01/16/22) |
| 1/17 | 2 | Marketing Technologies | Case Study #1 |
| 1/24 | 3 | Compliance/Data Security | Hot Topic Discussion #2 |

| Week of | Module | Topic | Assignment |
|---------|--------|-----------------------|--|
| 1/31 | 4 | Slot Technologies | <ul style="list-style-type: none"> • Research Article Critique • Hot Topic Discussion #3 |
| 2/7 | 5 | Analytics | Case Study #2 |
| 2/14 | 6 | Emerging Technologies | Hot Topic Discussion #4 |
| 2/21 | 7 | Online Gaming | Interview Report |
| 2/28 | 8 | Course Review | Final Exam |

Note (*): Hot Topic Discussion and Case Study posts are always due by Thursday 11:59 PM(PST) of their associated week. The required follow-up responses are always due on Sunday 11:59 PM (PST) of the same week. The Research Article Critique and Interview Report are due on Sunday 11:59 PM (PST) of their associated week. Final Exam will be accessible on Monday 02/28 and will be due before Friday, March 4th at 11:59PM (PST).

Syllabus dates and topics are tentative and subject to change. Although the instructor has every intention of following this course outline, the first priority is to provide the best possible learning experience. If necessary, the instructor will alter the material/course/course requirements to that end. Updated copies will be posted on WebCampus.

University Policies

Public Health Directives

Face coverings are mandatory for all faculty and students in the classroom. Students must follow all active UNLV public health directives while enrolled in this class. UNLV public health directives are found at [Health Requirements for Returning to Campus](https://www.unlv.edu/coronavirus/health-requirements), <https://www.unlv.edu/coronavirus/health-requirements>. Students who do not comply with these directives may be asked to leave the classroom. Refusal to follow the guidelines may result in further disciplinary action according to the [UNLV Student Conduct Code](https://www.unlv.edu/sites/default/files/page_files/27/StudentConduct-Code.pdf), https://www.unlv.edu/sites/default/files/page_files/27/StudentConduct-Code.pdf, including being administratively withdrawn from the course.

Academic Misconduct

Academic integrity is a legitimate concern for every member of the University community. We 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 to always take the ethical path whenever faced with choices. Students enrolling at UNLV assume the obligation to conduct themselves in a manner compatible with UNLV's educational mission. An example of academic misconduct is plagiarism. Plagiarism is using the words or ideas of another person, from the Internet or any other source without proper citation of the source(s). See the [Student Conduct Code](https://www.unlv.edu/studentconduct/student-conduct), <https://www.unlv.edu/studentconduct/student-conduct>.

Auditing a Course

Auditing a course allows a student to continue attending the lectures and/or laboratories and discussion sessions associated with the course, but the student will not earn a grade for any component of the course. Students who audit a course receive the same educational experience as students taking the course for a grade, but will be excused from exams, assessments, and

other evaluative measures that serve the primary purpose of assigning a grade.

Classroom Conduct

Students have a responsibility to conduct themselves in class and in the libraries in ways that do not interfere with the rights of other students to learn, or of instructors to teach. Use of devices such as cellular phones and pagers, or other potentially disruptive activities are only permitted with the prior explicit consent of the instructor. Students are specifically prohibited to record classes without instructor authorization, including online/remote classes (either audio only, or video and audio). The instructor may rescind permission at any time during the class. If a student does not comply with established requirements or obstructs the functioning of the class, the instructor may initiate an administrative withdrawal of the student from the course.

Since the COVID-19 pandemic forced some instruction to be delivered remotely starting in Spring 2020, numerous students have asked instructors to record their synchronous classes, so that they can access them at their convenience. Instructors who agree to record their classes (audio only, or video and audio) should inform students in advance. Recorded lectures may not be broadly released to anyone but made available exclusively to those students enrolled in the class during the particular academic term. Recorded lectures must be stored securely and are subject to the Nevada System of Higher Education's Records Retention Policy, meaning that the recordings can only be deleted 120 days after the end of class (i.e., after grades are posted). Once this requirement is met, the recordings should be deleted. Class recordings are protected from disclosure, as they are deemed part of an educational record under the Family Educational Rights and Privacy Act (FERPA).

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 student or employee 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 [copyright policy information](#) is available at <https://www.unlv.edu/provost/copyright>.

Disability Resource Center (DRC)

The [UNLV Disability Resource Center](#) (Student Services Complex, SSC-A, Room 143, <https://www.unlv.edu/drc>, telephone 702-895-0866) provides resources for students with disabilities. Students who believe that they may need academic accommodations due to a permanent disability, temporary or permanent medical need, or academic support due to pregnancy are encouraged to contact the DRC as early as possible in the academic term. A Disabilities Specialist will discuss what options may be available to you. Students who are already registered with the DRC should request their accommodations online each semester and make an appointment to discuss their accommodations with their instructors.

Final Examinations

The University requires that final exams given at the end of a course occur on the date and at the time specified in the Final Exam schedule. The Final Exam schedule is typically available at the start of the semester, and the classroom locations are available approximately one month before the end of the semester. See the [Final Exam Schedule](#), <https://www.unlv.edu/registrar/calendars>.

Identity Verification in Online Courses

All UNLV students must use their Campus-issued ACE ID and password to log in to WebCampus-Canvas.

UNLV students enrolled in online or hybrid courses are expected to read and adhere to the [Student Academic Misconduct Policy](https://www.unlv.edu/studentconduct/misconduct/policy), which states that “acting or attempting to act as a substitute for another, or using or attempting to use a substitute, in any academic evaluation or assignment” is a form of academic misconduct. Intentionally sharing ACE login credentials with another person may be considered an attempt to use a substitute, and could result in investigation and sanctions, as outlined in the Student Academic Misconduct Policy.

UNLV students enrolled in online courses are also expected to read and adhere to the [Acceptable Use of Computing and Information Technology Resources Policy](https://www.it.unlv.edu/policies/acceptable-use-computing-and-information-technology-resources-policy), which prohibits sharing university accounts with other persons without authorization.

To the greatest extent possible, all graded assignments and assessments in UNLV online courses should be hosted in WebCampus-Canvas or another UNLV-managed platform that requires ACE login credentials for access.

Incomplete Grades

The grade of “I” (Incomplete) may be granted when a student has satisfactorily completed three-fourths of course work for that semester/session, but cannot complete the last part of the course for reason(s) beyond the student’s control and acceptable to the instructor, and the instructor believes that the student can finish the course without repeating it. For undergraduate courses, the incomplete work must be made up before the end of the following regular semester. 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 period indicated, a grade of “F” will be recorded, and the student’s GPA will be adjusted accordingly. Students who are fulfilling an Incomplete grade do not register for the course, but make individual arrangements with the instructor who assigned the “I” grade.

Library Resources

Librarians are available to consult with students on research needs, including developing research topics, finding information, and evaluating sources. To make an appointment with a subject expert for this class, please visit the [Libraries’ Research Consultation](https://guides.library.unlv.edu/appointments/librarian) website, <https://guides.library.unlv.edu/appointments/librarian>. You can also [ask the library staff](https://ask.library.unlv.edu/) questions via chat and text message at <https://ask.library.unlv.edu/>.

Missed Classwork

Any student missing class, quizzes, examinations, or any other class or laboratory work because of observance of religious holidays will be given an opportunity during that semester to make up the missed work. The make-up opportunity will apply to the religious holiday absence only. It is the responsibility of the student to notify the instructor within the first 14 calendar days of the course for Fall and Spring courses (except for modular courses), or within the first 7 calendar days of the course for Summer and modular courses, of their intention to participate in religious holidays which do not fall on state holidays or periods of class recess. For additional information, please visit the Missed Classwork policy, under Registration Policies, on the [Academic Policies](https://catalog.unlv.edu/content.php?catoid=32&navoid=8271&hl=) webpage, <https://catalog.unlv.edu/content.php?catoid=32&navoid=8271&hl=>.

In accordance with the policy approved by the Faculty Senate regarding missed class time and assignments, students who represent UNLV in any official extracurricular activity will also have the opportunity to make up assignments, provided that the student submits official written notification to the instructor no less than one week prior to the missed class(es).

The spirit and intent of the policy for missed classwork is to offer fair and equitable assessment opportunities to all students, including those representing the University in extracurricular activities. Instructors should consider, for example, that in courses which offer a “Drop one” option for the lowest assignment, quiz, or exam, assigning the student a grade of zero for an excused absence for extracurricular activity is both contrary to the intent of the Faculty Senate’s policy, and an infringement on the student’s right to complete all work for the course.

This policy will not apply in the event that completing the assignment or administering the examination at an alternate time would impose an undue hardship on the instructor or the University that could be reasonably avoided. There should be a good faith effort by both the instructor and the student to agree to a reasonable resolution. When disagreements regarding this policy arise, decisions can be appealed to the Department Chair/School Director, College/School Dean, and/or the Faculty Senate Academic Standards Committee.

For purposes of definition, extracurricular activities may include, but are not limited to academic recruitment activities, competitive intercollegiate athletics, fine arts activities, liberal arts competitions, science and engineering competitions, and any other event or activity sanctioned by a College/School Dean, and/or by the Executive Vice President and Provost.

Rebelmail

Rebelmail is UNLV’s official email system for students and by university policy, instructors and staff should only send emails to students’ Rebelmail accounts. Rebelmail is one of the primary ways in which students receive official University communications, information about deadlines, major Campus events, and announcements. All UNLV students receive a Rebelmail account after they have been admitted to the University. Sending emails within WebCampus-Canvas is also acceptable.

Tutoring and Coaching

The Academic Success Center (ASC), at the Claude I. Howard Building, provides tutoring, academic success coaching, and other academic assistance for all UNLV undergraduate students. For information regarding tutoring subjects, tutoring times, and other ASC programs and services, please visit the [ASC website](https://www.unlv.edu/asc), <https://www.unlv.edu/asc>, or call 702-895-3177. The ASC is located across from the Student Services Complex (SSC). Academic success coaching is located on the second floor of SSC A, Room 254. Drop-in tutoring is located on the second floor of the Lied Library, and on the second floor of the College of Engineering building (TBE A 207).

UNLV Writing Center

One-on-one or small group assistance with writing is available free of charge to UNLV students at the [Writing Center](https://writingcenter.unlv.edu/), <https://writingcenter.unlv.edu/>, located in the Central Desert Complex, Building 3, Room 301 (CDC 3–301). Walk-in consultations are sometimes available, but students with appointments receive priority assistance. Students may make appointments in person or by calling the Center, telephone 702-895-3908. Students are requested to bring to their appointments their Rebel ID Card, a copy of the instructions for their assignment, and two copies of any writing they have completed on their assignment.

Diversity Statement

As an institution of higher learning, UNLV represents a rich diversity of human beings among its faculty, staff, and students, and is committed to aspiring to maintain a Campus environment that values that diversity. Accordingly, the University supports understanding and appreciation of all members of its community, regardless of race, sex, age, color, national origin, ethnicity, creed, religion, disability, sexual orientation, gender, gender identity, marital status, pregnancy, genetic information, veteran status, or political affiliation. Please see [University Statements and Compliance](https://www.unlv.edu/about/statements-compliance), <https://www.unlv.edu/about/statements-compliance>.

A successful learning experience requires mutual respect and trust between the students and the instructor. Accordingly, the instructor asks that students be willing to listen to one another's points of view, acknowledging that there may be disagreements, keep discussion and comments on topic, and use first person, positive language when expressing their perspectives.