

**UNIVERSITY OF NEVADA, LAS VEGAS**  
**William F. Harrah College of Hospitality**  
**MHA 627, Section 1001**  
**Gaming Technologies**  
**Spring 2020**

**Course Instructor:** Jungsun (Sunny) Kim, Ph.D., Associate Professor  
**Office Location:** HOS 271  
**Office Hours:** Tue 12-5PM (see “Virtual Office Hours” section below).  
**Contact:** [sunny.kim@unlv.edu](mailto:sunny.kim@unlv.edu)  
**Course Dates:** March 23, 2020 - May 16, 2020  
**Required Text:** Readings as assigned via WebCampus

**1. Course Description & Goals**

This course seeks to examine current trends and issues with regards to the use of technology in the casino industry. It also seeks to enhance the students’ skills in critical thinking via the use of case study examination.

**2. Evaluation**

Grading components will be weighted as follows in determining your grade for the course:

Current Issue Article Discussion (7 @ 30 pts per week)	210 pts	21%
Case Study Analysis Reports (3 @ 100 pts)	300 pts	30%
Final Presentation (100 pts) & Discussion (40 pts)	140 pts	14%
Final Paper	350 pts	35%
<b>Total</b>	<b>1000 pts</b>	<b>100%</b>

**3. Grading Scale**

A 93 - 100%; A- 90 - 92%; B+ 87 - 89%; B 83 - 86%  
 B- 80 - 82%; C+ 77 - 79%; C 73 - 76%; C- 70 - 72%;  
 D+ 67 - 69%; D 63 - 66%; D- 60 - 62%; F Below 60%

- **Extra credit projects will not be given, and no grades will be adjusted to make up for poor class performance.**

#### **4. Virtual Office Hours and Course Questions**

- If students have questions, email the instructor at any time on Tuesday and Wednesday. The instructor will try to respond to emails within 48 hours (i.e., by Thursday or Friday). That is, if students leave questions until right before an assignment is due, the instructor will not be able to answer their questions.
- If the questions relates to the class and is not of a personal nature (e.g., your grades), students can post their questions to the bulletin board for the benefit of others.

#### **5. COURSE AND GRADING STRUCTURE**

##### **5.1. Current Issue Article Discussion**

- During given weeks, there will be articles posted for online discussion.
- All students will be required to participate in weekly discussions that have been posted.
- Students are required to write their responses to the questions posed by the instructor by Thurs of that week, 11:59PM PST (see the course schedule on p.7).
- Students are required to post their feedback on other students' responses by Sat of that week, 11:59PM PST (see the course schedule on p.7).
- Late submission will not be accepted.
- Posts need to be substantive. This means that they should be thoughtful and clearly expressed and the reasons for the student's position should be clearly explained in the post.
- The overall objective in this class is to learn together, and that is best accomplished by listening, reflecting, asking questions, proposing solutions, and getting feedback on those solutions. When stating or defending a theory or an idea, substantiate and document your reasoning as much as possible.
- While there is no specific word count for replies to discussion questions, simply stating "I agree" or "You are correct" is not considered active and relevant participation; thus, it will not count towards your participation grade.

##### **5.2. Case Study Analyses**

- Case studies must be submitted through WebCampus by the due dates (see the course schedule on p. 7).
- No other format will be accepted unless WebCampus is down at the university at the due date time. If that occurs, students must email the assignment to [sunny.kim@unlv.edu](mailto:sunny.kim@unlv.edu) by the due date. It is the students' responsibility to make sure their assignment file can be open and read.
- Late submission will not be accepted.
- Each case study analysis must be:
  1. Individually worked on. These are not group projects.
  2. Submitted as a Word document.

3. Must follow APA format (including headers, citations, etc.) Reference <https://owl.english.purdue.edu/owl/resource/560/01/>
4. Approximately 2,000 words (excluding references and title pages), double-spaced, 1” margins, 12pt, Times New Roman font.
5. Grammar and professionalism are required including full sentences.
6. Make sure all required sections on the grading rubric are addressed with a header or similar for each. A grading rubric and sample case study will be posted on WebCampus.
7. Do not under any circumstances make any assumptions about the case study. All decisions must be clearly supported and cited by the information from the case study.
8. While it is expected that students have significant “real-world experience”, the application of said experience to the case analysis cannot be applied if it cannot be documented and cited with case facts/information. For example, students cannot state “When I was a Slot Manager, we used to do things this way, and it was very successful!” Students can state “Management principles as dictated in Smith (pp. 3-4) suggest that Slot Management should act accordingly.”

### **5.3. Final Paper**

- Your final paper (15 pages, excluding title pages and references) will reflect your original work on a current trend in gaming technology.
- The final paper must be submitted through WebCampus by the due date (see the course schedule on p.7).
- Late submission will not be accepted.
- The final paper must be in APA style and should engage the research literature as much as possible.
- The OWL (Online Writing Lab) at Purdue is an excellent resource for APA formatting and style requirements: <https://owl.english.purdue.edu/owl/resource/560/01/>

### **5.4. Final Presentation and Discussion**

- You will be asked to deliver a 15-20 minute presentation on your final paper topic. The spirit of this presentation is academic and the tone of these presentations (and the online Q&A sessions that follow) should be constructive and inquisitive.
- Students are required to record their presentation, upload it to YouTube, and submit the YouTube file in the discussion forum.
- Presentation requirements:
  1. You have two options for the video recording:
    - (1) The video recording is of your slides, while you present in a voiceover (you are only heard, not seen).
    - (2) If you have access to a video camera and want to be in the frame with the presentation, you are welcome to do so. Please make sure that the presentation slides are clearly visible while you present, like in a classroom.

2. Make sure the audio is clear (i.e., loud enough and no background noise).
  3. Presentation should be between 15-20 minutes.
  4. You can use any software to record the presentation. The only requirement is that you must save your video file in a format that YouTube accepts (i.e., .mov, .mp4, .avi, .wmv).
  5. Submit the PowerPoint file in the Assignment dropbox on Webcampus by the due date (see the course schedule on p.7).
  6. Submit the YouTube link (not the video file) in the discussion forum by the due date.
- You are required to watch the presentation before posting any comments or questions. Each student who presents is also responsible for monitoring the discussion forum on their case study and answering all students' questions.

## 6. UNLV POLICIES

- 1) **Academic Misconduct**— Academic integrity is a legitimate concern for every member of the Campus 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 sources. See the Student Conduct Code, <https://www.unlv.edu/studentconduct/student-conduct>.

Academic Misconduct is any intentional or unintentional occurrence of the following:

1. Using the words or ideas of another, from the Internet or any source, without proper citation of the source(s), commonly called plagiarism.
2. Receiving unauthorized external assistance during an examination or any academic exercise for credit. This includes, but is not limited to:
  - Providing or receiving aid in connection with any academic assignment;
  - Use or possession of camera telephones, text messages, computer disks, audio recorders, calculators, solution materials, photocopies, materials from previous classes, commercial research services, notes or other means to copy or photograph materials used or intended for academic evaluation for use during the academic evaluation or assignment;
  - Communication in any manner with another student;
  - Working with others on graded coursework, including in-class, on-line and take-home examinations; or
  - Possessing, reading, buying, selling or using any materials intended for an academic evaluation or assignment in advance of its administration.
3. Turning in the same work in more than one class (or when repeating a class), unless permission is received in advance from the instructor.
4. Falsifying information for inclusion in an assigned paper, project or exercise; including inventing or altering data from a laboratory or field project, or creating fictional citations for a paper.
5. Attempting to influence or change any academic evaluation, assignment or academic records for reasons having no relevance to academic achievement. This includes, but is not limited to, bribery, threats and making unauthorized changes to any academic record.

6. Falsifying or misrepresenting attendance, hours, or activities in relationship to any class, internship, externship, field experience, clinical activity or similar activity.
  7. Acting or attempting to act as a substitute for another, or using or attempting to use a substitute, in any academic evaluation or assignment.
  8. Facilitating, permitting or tolerating any of the above-listed items.
- 2) **Auditing Classes** – 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.
- 3) **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 electronic devices such as pagers, cellular phones, or recording devices, or potentially disruptive devices or activities, are only permitted with the prior explicit consent of the instructor. 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 drop of the student from the course.
- 4) **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 [copyright policy information](#) is available at <http://www.unlv.edu/provost/copyright>.
- 5) **Disability Resource Center (DRC)**— The UNLV Disability Resource Center (SSC-A, Room 143, <https://www.unlv.edu/drc>, 702-895-0866) provides resources for students with disabilities. Students who believe that they may need academic accommodations due to injury, disability, or due to pregnancy should contact the DRC as early as possible in the academic term. A Disabilities Specialist will 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.
- 6) **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 general 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>.
- 7) **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.

- 8) **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 website: <http://guides.library.unlv.edu/appointments/librarian>. You can also ask the library staff questions via chat and text message at: <http://ask.library.unlv.edu/>.
- 9) **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.
- 10) **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 Policy for Missed Work, under Registration Policies, on the Academic Policies webpage, <https://catalog.unlv.edu/content.php?catoid=6&navoid=531>.
- 11) **Tutoring and Coaching**— The Academic Success Center (ASC) 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>, or call 702-895-3177. The ASC building 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).
- 12) **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/>, 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, 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.

**COURSE SCHEDULE**  
**(Subject to change)**

Week of	Week	Topic	Assignment	Due date
3/23	1	History of Casino Technology	Introductions Article Discussion	Posting responses due 3/26 at 11:59PM* Posting feedback due 3/28 at 11:59PM
3/30	2	Marketing Technology	Case Study #1 Article Discussion	Case study #1 due 4/4 at 11:59PM Posting responses due 4/2 at 11:59PM Posting feedback due 4/4 at 11:59PM
4/06	3	Compliance/Data Security	Article Discussion	Posting responses due 4/9 at 11:59PM Posting feedback due 4/11 at 11:59PM
4/13	4	Slot Technology	Case Study #2 Article Discussion	Case study #2 due 4/18 at 11:59PM Posting responses due 4/16 at 11:59PM Posting feedback due 4/18 at 11:59PM
4/20	5	Analytics	Article Discussion	Posting responses due 4/23 at 11:59PM Posting feedback due 4/25 at 11:59PM
4/27	6	Emerging Technologies	Case Study #3 Article Discussion	Case study #2 due 5/2 at 11:59PM Posting responses due 4/30 at 11:59PM Posting feedback due 5/2 at 11:59PM
5/04	7	Online Gaming	Article Discussion	Posting responses due 5/7 at 11:59PM Posting feedback due 5/9 at 11:59PM
5/11	8	Final Papers and Presentations	Submit final paper and PowerPoint file  Submit final presentation (YouTube link)  Discussion	Final paper, PowerPoint file, and presentation YouTube Link due 5/13 at 11:59PM  Posting comments and questions due 5/15 at 11:59PM  Posting answers due 5/16 at 11:59PM

\*Please note that all assignments are due by **11:59PM PST**