

El Paso Community College
Syllabus
Part II
Official Course Description

SUBJECT AREA	<u>Hospitality Operations</u>								
COURSE RUBRIC AND NUMBER	<u>HAMG 1300</u>								
COURSE TITLE	<u>Introduction to the Casino and Gaming Industry</u>								
COURSE CREDIT HOURS	<table border="0" style="margin-left: auto; margin-right: auto;"> <tr> <td style="border-top: 1px solid black; border-bottom: 1px solid black;">3</td> <td style="border-top: 1px solid black; border-bottom: 1px solid black;">3</td> <td style="border-top: 1px solid black; border-bottom: 1px solid black;">:</td> <td style="border-top: 1px solid black; border-bottom: 1px solid black;">0</td> </tr> <tr> <td style="text-align: center;">Credits</td> <td style="text-align: center;">Lec</td> <td></td> <td style="text-align: center;">Lab</td> </tr> </table>	3	3	:	0	Credits	Lec		Lab
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Credits	Lec		Lab						

I. Catalog Description

Provides an overview of casino and gaming operations including the economic impact on the hospitality industry and its surrounding community. **(3:0)**.

II. Course Objectives

- A. Unit I. Introduction
 - 1. Trace the ancient origins of gaming.
 - 2. Explore the modern history of casino and gaming industry.
 - 3. Examine timelines of casino and gaming industry.
 - 4. Explore changing attitudes toward casinos and gaming.
 - 5. Discuss the social acceptance of casinos and gaming.
 - 6. Distinguish between terms casino and gaming.
 - 7. Define gaming.
 - 8. Discuss current trends.

- B. Unit II. Economic Impact
 - 1. Discuss the positive economic impact.
 - 2. Identify the direct and indirect impact on employment.
 - 3. Discuss the negative economic impact.
 - 4. Describe the social impact.
 - 5. Describe consumer behavior.
 - 6. Recognize external forces of gaming and identify how they affect the industry and the community.
 - 7. Identify laws that govern gaming.
 - 8. Discuss federal, state, and tribal regulations.
 - 9. Describe the various organizations that assist the gaming industry.

- C. Unit III. The Sociological Impact of Casinos and Gaming
 - 1. Discuss the social concerns.
 - 2. Identify why people gamble.
 - 3. Discuss compulsive gambling.
 - 4. Identify social problems
 - 5. Describe issues of underage gambling.
 - 6. Explain the negative impact of casino gambling.
 - 7. Discuss the impact of criminal activities, minorities, and low-income individuals.
 - 8. Explain social concerns of employees.
 - 9. Explore future concerns

- D. Unit IV. Casino Organizational Structures and Operations
 - 1. Discuss the general and administrative organizational structure.
 - 2. Explain the differences among organizational structures based on game type.
 - 3. Discuss types of dress for casino and gaming employees.
 - 4. Describe how security and surveillance play an important role in the casino organizational structure.
 - 5. Explain how departments outside the casino affect the organizational structure.
 - 6. List the ways casino departments work together.
 - 7. Explain the importance of maintaining happy employees.
 - 8. Discuss the management pyramid.

- E. Unit V. Casino Financial and Accounting Control
 - 1. Examine procedures necessary to ensure casino financial stability.
 - 2. Explain casino credit and its applications.
 - 3. Review the laws and procedures for casino credit and collection.
 - 4. List the major principles of casino finance.
 - 5. Discuss the procedures for gaming table transactions.
 - 6. Explain internal casino accounting.
 - 7. Discuss the various currency reporting regulations.
 - 8. Examine employee licensing.

- F. Unit VI. Location and Transportation
 - 1. Discuss the importance of accessibility.
 - 2. List the categories of casino locations and their significance.
 - 3. Explore how location and transportation affect the growth of the casino industry.
 - 4. Discuss the relationship between casinos and neighboring attractions.
 - 5. Explain the importance of the various types of transportation in determining casino markets.
 - 6. List the various modes of transportation.
 - 7. Identify the casino locations in the United States.
 - 8. Identify the casino locations outside of the United States.

- G. Unit VII Security and Surveillance
 - 1. Explain the function and procedures of security.
 - 2. Explore the technological advances for security and surveillance.
 - 3. Discuss key control and internal audits.
 - 4. Describe the various functions performed in the security department.
 - 5. Explain the importance of surveillance.
 - 6. Identify the organizational chart for the security and surveillance departments.

- H. Unit VIII. Marketing and Promotions
 - 1. Identify the challenges of marketing within the casino industry.
 - 2. Define market strategy for casino industry.
 - 3. Discuss marketing segmentation for casino industry.
 - 4. Examine the requirements and objectives of casino junkets.
 - 5. Identify the four major promotional techniques.
 - 6. Explain the difference between push and pull strategies.
 - 7. Discuss what is needed when creating advertisements.
 - 8. Explain the terms personal sales, sales promotion, public relations, and advertising.

- I. Unit IX Future Trends
 - 1. Describe the changing cycles of gaming throughout history.
 - 2. Identify the conditions that have changed contemporary gaming.
 - 3. Examine the physical structure of casinos and the ways it differs from the past.
 - 4. Discuss the future trends in the casino and gaming industry.
 - 5. Describe the influence of Internet gaming and sports betting.
 - 6. Discuss the trends in Native American gaming.

III. THECB Learning Outcomes (WECM)

1. Examine the history and current trends of the casino and gaming industry; identify the key elements and terminology of casino and gaming operations.
2. Discuss the economic impact of casinos and gaming on the hospitality industry and its surrounding community.
3. Discuss key issues associated with casino and gaming management.

IV. Evaluation

A. Unit Assignments

1. Unit assignments are designed to give the student the practice needed to become competent with the casino and gaming industry.
2. Activities will be graded on the basis of being correct and complete.
3. Assignments are due at the beginning of class unless otherwise instructed.
4. It is the responsibility of the students to complete assignments as outlined in the syllabus.
5. Activities will require time outside of the classroom.

B. Unit Written Exams, Major Project, Assignments, and Attendance

1. There will be written exams.
2. A major project will be assigned.
3. Completion of assignments and satisfactory attendance will be part of the evaluation of the competence of a student.

C. Final Evaluation

1. The course grade will be based on a point scale for each item used in the evaluation.
2. The final grade will be determined by the percent of the total points accumulated during the course.

D. Grading Scale:

900-1000 points (90 – 100%)	=	A	Incomplete	=	I
800-0899 points (80 – 89%)	=	B	Withdrawal	=	W
700-0799 points (70 – 79%)	=	C			
600-0699 points (60 – 69%)	=	D			
000-0599 points (00 – 59%)	=	F			

E. Remediation

Students seeking additional help may obtain tutoring assistance from the instructor as time permits.

V. Disability Statement (Americans with Disabilities Act [ADA])

EPCC offers a variety of services to persons with documented sensory, mental, physical, or temporary disabling conditions to promote success in classes. If you have a disability and believe you may need services, you are encouraged to contact the Center for Students with Disabilities to discuss your needs with a counselor. All discussions and documentation are kept confidential Offices located: VV Rm C-112 (831-2426); TM Rm 1400 (831-5808); RG Rm B-201 (831-4198); NWC Rm M-54 (831-8815); and MDP Rm A-125 (831-7024).

VI. 6 Drop Rule

Students who began attending Texas public institutions of higher education for the first time during the Fall 2007 semester or later are subject to a 6-Drop limit for all undergraduate classes. Developmental, ESL, Dual Credit and Early College High School classes are exempt from this rule. All students should consult with their instructor before dropping a class. Academic assistance is available. Students are encouraged to see Counseling Services if dropping because exemptions may apply. Refer to the EPCC catalog and website for additional information.