

COURSE TITLE AND NUMBER: Casino Ops

North Central **Michigan College**

NCMC MASTER COURSE SYLLABUS

Last Date Revised 12/2/2003

DIVISION/AREA: Business and Technology

DEPARTMENT:

DIVISION DIRECTOR: Robert J. Marsh, Ph.D.

ORIGINATOR: Jack Salem

DEAN OF INSTRUCTION: Timothy Dykstra, Ph.D.

TOTAL HOURS OF INSTRUCTION: 3 LECTURE: 3 LAB: 0 TOTAL CONTACT HOURS: 52.8

COURSE NUMBER: HTM 240

CREDIT HOURS: 3

COURSE TITLE: Casino Operations and Management I

TRANSFERABLE YES: X NO: TO: Ferris State University (hospitality credit)

PREREQUISITE(S)/COREQUISITE(S)/ADVISORY: HTM 140

CATALOG DESCRIPTION:

An intermediate course in gaming management, with a strong emphasis on the day to day operations of an ongoing casino. This course is intended for those students with previous course work and experience in gaming management and operations. Topics include customer service and retention, cash management, security, gaming probability, staffing and taxation. Practical application is emphasized as are real world examples from operating casinos.

GENERAL EDUCATION OUTCOMES:

- Think critically and analytically
 - Independently acquire knowledge
 - Select and use mathematical tools for problem solving and decision making
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COURSE OBJECTIVES & OUTCOMES:

At the successful completion of this course, students will:

1. Understand and appreciate of the demands on individuals who manage casino operations.
2. Understand the differences among different types of casino operations (private, publicly sanctioned, tribal)
3. Understand the role and position of the casino within and its differences from the entertainment and

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hospitality industries

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4. Be aware of and demonstrate how to respond to typical casino security related issues
 5. Demonstrate an understanding of basic casino cash management and taxation considerations
 6. Demonstrate an understanding of the customer service issues involved in operating a casino
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METHODS OF INSTRUCTION:

A combination of lectures, overhead transparencies, audio-visual slides and videos, video case studies, in-class exercises, and critical thinking scenarios will be utilized in this course.

METHODS OF EVALUATION:

Exams, quizzes, projects, review of related material
Class attitude and participation/attendance

REQUIRED TEXTS: None

OPTIONAL SUPPLEMENTARY MATERIALS: Instructor supplied

Reasonable accommodations may be provided for students with documented physical, sensory, cognitive, systemic, and/or psychiatric disabilities. Please contact the Education Opportunity Program (EOP) at (231) 348-6687 to arrange services for this course.

TIME ALLOWANCE AND SEQUENCE OF INSTRUCTION:

Week1	Casino layout and design
Week 2	Revenue and profit per square foot expectations
Week 3	Staffing analysis
Week 4	Slot analysis and slot management
Week 5	Casino marketing
Week 6	Comping systems
Week 7	Building superior casino guest service
Week 8	Basic casino supervision
Week 9	Casino supervisory styles
Week 10	What makes a casino supervisor effective
Week 11	Managerial supervision
Week 12	How supervisors can destroy customer relations
Week 13	Communications—supervisors, employees, customers
Week14	Employee motivation
Week 15	Special casino work situations
Week 16	Final Exam

APPROVED FOR ADOPTION BY THE CRD/AP COMMITTEE ON **12/10/03**