

The Hong Kong Polytechnic University

Subject Code	HTM4326
Subject Title	Casino and Gaming Management
Credit Value	3
Level	4
Pre-requisite / Co-requisite/ Exclusion	Nil
Objectives	In this subject students will learn major topics related to casino and gaming management such as legal regulations for casino operation, regional gaming development, casino marketing and design, slot management, and economic and social impacts of gaming. Students will have a general understanding of gaming industry development and operation, and management issues of running a gaming business.
Intended Learning Outcomes	<p>Upon completion of the subject, students should be able to:</p> <p>A. Professional Competence</p> <ul style="list-style-type: none"> • Identify the legal requirements affecting the operations of gaming venues. • Explain casino game rules and protection measures. • Explain and apply the skills and knowledge required for the successful operation, administration and management of a gaming venue. <p>B. Critical Thinkers</p> <ul style="list-style-type: none"> • Make sound judgments in planning, design and management of a casino business. • Analyze the gaming policy issues impacting upon social and economic development, both locally and globally. <p>D. Innovative Problem Solvers</p> <ul style="list-style-type: none"> • Recognize and identify ethical issues in relation to the casino and gaming industry and translate ethical concepts into responsible behavior. <p>F. Ethical Leaders</p> <ul style="list-style-type: none"> • Understand the role and nature of individual and group dynamics that exist within the government and various gaming organizations such as casino, gaming commissions, and gaming control boards.
Subject Synopsis/ Indicative Syllabus	<p>a. Overview of the US Gaming Industry</p> <p>b. Asian Gaming Development</p> <p>c. Casino for Tourism Development</p>

	<ul style="list-style-type: none"> d. Regulations of Casinos e. Casino Management f. Currency Reporting g. Casino Cage, Credit and Collections h. Slot Management i. Table Game Operations j. Game Mathematics k. Casino Marketing and Design l. Promotion and Database Marketing m. Economic and Social Impacts of Gaming
<p>Teaching/Learning Methodology</p>	<p>I. Lectures in terms of discussion and example sharing will be used to deliver the basic knowledge, techniques and recent issues in the casino and gaming industry.</p> <p>II. Tutorials will be conducted by directing students to guided readings or video. Current issues and problems will be raised for group discussions in the tutorials.</p> <p>III. Group project will be employed by asking students to form a team of 4 to 6 people and undertake a group project associated with casino and gaming management and issues.</p> <p>IV. Field work may be arranged to provide students with a rich environment to learn and an opportunity for a possible career path. This field-based experience is designed to expand a student’s knowledge of the gaming by taking them to gaming organizations such as Hong Kong Jockey Club or various casinos in Macau.</p> <p>V. Professor for a Day may be invited to provide students an opportunity to learn first-hand about specific areas of gaming and to interact with casino industry professionals.</p>

Assessment Methods in Alignment with Intended Learning Outcomes	Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)					
			A	B	C	D	E	F
	i. Class participation	15%	√	√		√		
	ii. Game presentation and report	20%	√	√				
	iii. Group project	35%	√	√		√		√
	iv. Final examination	30%	√	√		√		
	Total	100%						

Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:

Participation: Students are expected to come to lectures prepared to participate in material discussions including raising and answering questions.

Game presentation and report: Each group is responsible for learning and teaching the casino table game(s) assigned to the group. The games include (1) blackjack and poker, (2) Caribbean stud poker and pai gow poker, (3) roulette and keno, (4) craps, (5) baccarat and pai gow tiles and (6) Mah-jongg. Resources are available on the Internet and in print (Kilby, Fox & Lucas, 2005). Each group will turn in a paper detailing the rules of the game(s) and necessary game protection measures. The group is also responsible for preparing handouts, if deemed appropriate, for classmates. During the **40-minute** presentation, the group will teach classmates the rules and protection of the game(s). The group is responsible for designing or locating necessary game equipments.

Group project: Each group will have an option of either conducting 1) a research paper related to casino and gaming or 2) a casino development project. Oral presentation (10%) of the project work (25 minutes) assesses students' ability and skills in presenting ideas, thoughts and opinions verbally to fellow students. Written project report (25%) assesses students' literacy in expressing critical views, the process, and/or analysis of a selected topic. The project aims to assess students' ability in searching casino and gaming research materials, further organizing, developing and/or analyzing the findings, and finally concluding with implications and recommendations in a written format.

Final examination: A comprehensive final examination will be given to assess the students' knowledge and understanding of the key topics in the syllabus applicable to casino and gaming management. The format may consist of multiple-choice questions, problems, essay question(s), or a combination of all.

Student Study Effort Required	Class contact:	
	▪ Lecture	28 Hrs.
	▪ Tutorial	14 Hrs.
	Other student study effort:	
	▪ Preview, review and exercises	42 Hrs.
	▪ Group project	42 Hrs.
	Total student study effort	126 Hrs.
Reading List and References	<p><u>Textbook:</u> Kilby, J., Fox, J., & Lucas, A.F. (2005). <i>Casino Operations Management</i>. New York: John Wiley & Sons, Inc. ISBN: 0-471-26632-9.</p> <p><u>Reference books:</u> Hsu, C.H.C. (Ed.) (2006). <i>Casino Industry in Asia Pacific: Development, Operations, and Impact</i>. New York: The Haworth Press. ISBN: 0-7890-2346-6. Hsu, C.H.C. (Ed.) (1999). <i>Legalized Casino Gaming in the United States: The Economic and Social Impact</i>. New York: The Haworth Press. ISBN: 0-7890-0640-5.</p>	