

San José State University
Department of Hospitality Management
HSPM 168 Gaming Management, Section 1

Spring 2020

Course and Contact Information

Instructor:	David Andre
Office Location:	MH 407
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Email:	david.andre@sjsu.edu
Office Hours:	By Appointment
Class Days/Time:	Wednesdays/3:00 p.m.
Classroom:	BBC 225

Course Description

This course introduces the casino's external environments and its impact on the consumer and the local economy. The topics cover the history of gaming and gaming development, casino organization and operation, the mathematics of casino games, and casino management.

Course Learning Outcomes (CLO)

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

1. Explain the growth and history of gaming in the United States
2. Describe the various segments of gaming
3. Examine government's role in gaming
4. Analyze casino operations and the rules of casino games
5. Evaluate the issues of gambling in local environment
6. Demonstrate the ability to manage all aspects of a casino event
7. Practice communication skills including writing, discussion, oral presentation and listening.

Required Texts/Readings

Textbook

Hashimoto, Kathryn. (2008). Casino Management—A Strategic Approach. Prentice Hall, Upper Saddle River, New Jersey. (ISBN: 978-0-13-192672-1)

Other Readings

American Gaming Association. (2016). State of the States—The AGA Survey of Casino Entertainment.

Library Liaison (Optional)

Christa Bailey, Reference and Instruction Librarian, Liaison for Hospitality, Tourism & Event Management, Dr. Martin Luther King Jr. Library, San Jose State University, Office location: #4046, Phone: 408-808-2422, E-mail: christa.bailey@sjsu.edu. Helpful electronic resource: URL: <http://libguides.sjsu.edu/hospitality>.

Course Requirements and Assignments

Assignments	Course learning outcomes	Weights
Participation	CLO 2,3, 7	15%
Homework Assignments	CLO 1, 2, 3, 4, 5	15%
Research Project	CLO 5, 6, 7	20%
Midterm Examination	CLO 1, 2, 3, 4, 5	20%
Final Examination	CLO 1, 2, 3, 4, 5	20%
Casino Night Event	CLO 6, 7	10%
Total		100%

Participation (15%)

Participation in this course is expected. Evaluation of participation will be based on participation in class discussions and exercises, completion of reading assignments, review questions, and discussion questions.

Homework (15%)

Weekly homework assignments will consist of answering assigned Chapter Review questions. Each completed chapter assignment will be graded as 1%. You should read and review each chapter to answer the assigned questions.

Research Project (20%)

Student will select a casino in a city, state, or country.

Student will write a minimum 3-page paper on the various aspects of chosen casino, including its history, gaming offered, management structure, promotions, and the positive and negative impacts of gaming in that community.

Student will give a minimum 5-minute oral presentation to class on their chosen casino.

Midterm (20%) and Final Examination (20%)

The Midterm and Final exams will consist of multiple choice and true/false questions. The instructor will not administer make-up examinations unless there is an acceptable excuse. If you know that you will not be able to take an exam during its scheduled time, please inform the instructor and make appropriate arrangement.

Casino Night Event (10%)

Each student will research and plan a Casino Night Event, including selecting event location, researching costs, gaming rental fees, gaming execution, individual event responsibilities, and promotion. Each student is required to write a minimum 3-page paper recapping your work, including outline of event and above details.

Grading Information

A plus = 100-97%	A = 96-93%	A minus = 92-90%
B plus = 89-87%	B = 86-83%	B minus = 82-80%
C plus = 79-77%	C = 76-73%	C minus = 72-70%
D plus = 69-67%	D = 66-63%	D minus = 62-60%
F = 59-0% Unsatisfactory		

Total assignment points earned by the individual student will be calculated as a percentage of total point value for all graded assignments. Students can look up the overall percentage in the course gradebook of their canvas account. The final grade is determined by the overall percentage shown on canvas and extra credits. The decimal points will be rounded for final grade calculation. For example, if you got a total percentage of 89.51% on canvas and earned 1 bonus point, your final grade will be rounded to 91%, A minus.

Classroom Protocol

Policies outlined in the University Catalog and student handbook shall be enforced as defined. Further, instructor policies identified in this syllabus shall be the governing structure for this course and shall be enforced as defined. Plagiarism and cheating on examinations will fully be penalized of University

regulations. Students are encouraged to take the plagiarism tutorial offered by the King Library, <http://tutorials.sjlibrary.org/plagiarism/index.htm>.

Classroom Philosophy:

The instructor expects students to make a sincere effort to attend class and arrive to class on time. If you arrive late, please enter the classroom quietly. It is difficult to educate fellow classmates with constant interruptions at the door. Late arrival and early departure in class are marks of disrespect, unprofessional, and interrupt class.

University Policies

Per University Policy S16-9, university-wide policy information relevant to all courses, such as academic integrity, accommodations, etc. will be available on Office of Graduate and Undergraduate Programs' Syllabus Information web page at <http://www.sjsu.edu/gup/syllabusinfo/>

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SPRING 2020 Course Schedule

List the agenda for the semester including when and where the final exam will be held. Indicate the schedule is subject to change with fair notice and how the notice will be made available.

Course Schedule

Week	Date	Topics, Readings, Assignments, Deadlines
1	January 29 - February 5	Course Introduction
2	February 5 February 12	Chapter 1 – Introduction Research project casino selected and discussion
3	February 12- February 19	Chapter 2 – Economic Environments Research paper topic selected and discussion
4	February 19- February 26	Chapter 3 – Social Environments
5	February 26- March 4	Chapter 4 – Casino Management and Politics Casino night paper discussion (1)
6	March 4 - March 11	Chapter 5 – Legal Environments & Chapter 6 - Consumer Behavior Casino night paper discussion (2)
7	March 11- March 18	Chapter 7 – Development of Corporate Culture and Technology
8	March 18 - March 25	Chapter 8 – Historical Development Reflects the Changing Competitive Environment
9	March 25 – April 1	Midterm Examination
10	April 1- April 7	Spring Break
10	April 8 - April 15	Chapter 9 – Product: Games & Statistics & Chapter 10 Product Organization

11	April 15- April 22	Chapter 11– Pricing Revenue Control Research Project presentations begin
12	April 22- April 29	Chapter 12– Pricing: Comps and Credit Casino Night Event paper due
13	April 29 - May 6	Chapter 13 – Location and Transportation & Chapter 14 Promotions Research Project presentations
14	May 6 – May 13	Chapter 15 – Future of Gaming
Final Exam	May 13	Final Exam