

MGT 490-006, Fall 2009
Principles of Casino & Resort Management

Tuesday, 6:00-8:30 PM
GSM 302

Instructor: Albert Cherino
(505) 620-0706
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Office Hours: Before/After class and by Appointment

Prerequisite: MGT 306 or by Instructor's Permission

Textbooks

1. Hashimoto, K. (2008). Casino Management: A Strategic Approach. Prentice Hall.
2. Murphy, P. (2007). The Business of Resort Management. Butterworth-Heinemann.

Course Overview

This course is focused on the management of Casino and Resort Operations. Upon taking this course students will learn about the history of the U.S. and New Mexico's gaming industry. This course will equip students to work in one of New Mexico's most vibrant industries. Students will learn to successfully and efficiently work in the casino & resort industries, applying business and management skills and tools based on gaming regulations, financial requirements, human resource needs, marketing and sales strategies, accounting, and security technological innovations.

Course Objectives

1. Understand the history, social and economic development impact of Casinos & Resorts.
2. Understand the organizational structure of Casino & Resorts.
3. Apply accounting, finance, human resources, marketing, and information technology strategies for operating Casinos & Resorts
4. Learn how to successfully and efficiently work within the Casino & Resort environment.

Course Topics

1. Resorts & Casinos: An Introduction
2. Gaming Regulatory Issues
3. Gaming Taxes
4. Recreational Amenities; Development and Management
5. Marketing the Resort & Casino Experience
6. Resort & Casino Operations
7. Resort & Casino Economics
8. Customer Relationship Management
9. Casino Accounting
10. Mathematics of Casino Games
11. Guest Activity Programming
12. Program Management & Assessment
13. High-Tech Fraud in the Gaming Industry
14. Evaluating and Analyzing New Games & Technology
15. Financial Accounting, Analysis & Auditing

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Grading: Two exams accounting for 70% of total grade, plus three cases accounting for 30% of total grade.

Assumptions and Expectations

Reasonable Accommodations. If you are a qualified person with disabilities who might need reasonable accommodations in academic settings, please communicate with me as soon as possible so that we may make appropriate arrangements to meet your needs. Frequently, we will need to coordinate accommodating activities with other offices on campus.

Student Code of Conduct. Ethical lapses such as plagiarism or copying are very serious and will result in a failing grade for the course. Academic honesty means performing all academic work without cheating, lying, tampering, stealing, exam misconduct, receiving assistance from any other person or using any source of information that is not common knowledge (unless that assistance or use is authorized by the person responsible for supervising the academic work or is fairly attributed to the source of assistance or information). Any violation of the Student Code of Conduct will be taken very seriously and appropriate sanctions will be applied.

Cell phone and Internet usage. At no time will cell phone or internet usage be allowed during class time. Any student observed using their cell phone or accessing the internet during class time will receive no credit for class participation for that day. If excessive infractions of this nature occur, the student will be asked to leave the class for that day and will not receive Attendance or Class Participation points for that day.