

Normandale Community College
Common Course Outline
Reviewed Date: Spring 2012

Hospitality Management (HSMA 2100) Business Management (BUSN 1156)
“Casino Management”

Credits: 4 credits Prerequisites: None

I. CATALOG DESCRIPTION:

To develop a working understanding of the principles of casino management along with operational procedures necessary for state, federal, and native American compliance (regulations & legal issues). Students will review and understand day-to-day operational procedures of a for-profit casino.

II. OUTLINE OF MAJOR CONTENT AREA:

- A. External environments
- B. External environmental influences
- C. Internal Controls
- D. The future of gaming

III. LEARNING OUTCOMES:

The student will:

- A. Understand External environments including:
 - 1. Economic
 - 2. Social
 - 3. Casino Management & politics
 - 4. Legal environments
- B. Understand external environmental influences including:
 - 1. Consumer behavior
 - 2. Development of Corporate Culture
 - 3. The changing competitive environment
- C. Understand Internal Control including:
 - 1. Games & Statistics
 - 2. Product organization
 - 3. Pricing & Revenue Control
 - 4. Comps & Credit
 - 5. Location & transportation
 - 6. Promotions
- D. Be introduced to:
 - 1. The future of gaming
 - a. USA
 - b. Overseas

IV. EVALUATION METHODS:

Evaluation methods include quizzes, examinations, short papers, internet research and personal evaluations of nearby casinos.

V. SPECIAL INFORMATION: None