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LSC Use Only Proposal No:	UWUCC Use Only Proposal No: 11-1111g
LSC Action-Date:	UWUCC Action-Date: Post-3/6/12 Senate Action Date: W-7/13/14

Curriculum Proposal Cover Sheet - University-Wide Undergraduate Curriculum Committee

Contact Person(s) Yasong Wang	Email Address yswang@iup.edu
Proposing Department/Unit Hospitality Management	Phone 724-357-6233

Check all appropriate lines and complete all information. Use a separate cover sheet for each course proposal and/or program proposal.

1. Course Proposals (check all that apply)

<input type="checkbox"/> New Course	<input type="checkbox"/> Course Prefix Change	<input type="checkbox"/> Course Deletion
<input type="checkbox"/> Course Revision	<input type="checkbox"/> Course Number and/or Title Change	<input checked="" type="checkbox"/> Catalog Description Change

prerequisite

Current course prefix, number and full title: **HRIM350 Introduction to the Casino Industry**

Proposed course prefix, number and full title, if changing:

2. Liberal Studies Course Designations, as appropriate

This course is also proposed as a Liberal Studies Course (please mark the appropriate categories below)

<input type="checkbox"/> Learning Skills	<input type="checkbox"/> Knowledge Area	<input type="checkbox"/> Global and Multicultural Awareness	<input type="checkbox"/> Writing Across the Curriculum (W Course)
<input type="checkbox"/> Liberal Studies Elective (please mark the designation(s) that applies – must meet at least one)			
<input type="checkbox"/> Global Citizenship	<input type="checkbox"/> Information Literacy	<input type="checkbox"/> Oral Communication	
<input type="checkbox"/> Quantitative Reasoning	<input type="checkbox"/> Scientific Literacy	<input type="checkbox"/> Technological Literacy	

3. Other Designations, as appropriate

<input type="checkbox"/> Honors College Course	<input type="checkbox"/> Other: (e.g. Women's Studies, Pan African)
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4. Program Proposals

<input type="checkbox"/> Catalog Description Change	<input type="checkbox"/> Program Revision	<input type="checkbox"/> Program Title Change	<input type="checkbox"/> New Track
<input type="checkbox"/> New Degree Program	<input type="checkbox"/> New Minor Program	<input type="checkbox"/> Liberal Studies Requirement Changes	<input type="checkbox"/> Other

Current program name:

Proposed program name, if changing:

5. Approvals	Signature	Date
Department Curriculum Committee Chair(s)	<i>Yasong Wang</i>	2-7-12
Department Chairperson(s)	<i>[Signature]</i>	2-7-12
College Curriculum Committee Chair	<i>[Signature]</i>	2-20-12
College Dean	<i>[Signature]</i>	2/28/12
Director of Liberal Studies (as needed)		
Director of Honors College (as needed)		
Provost (as needed)		
Additional signature (with title) as appropriate		
UWUCC Co-Chairs		

Received

FEB 28 2012

Liberal Studies

Course Revision: HRIM 350 Introduction to the Casino Industry

Part II. Description of the Curriculum Change

1. Syllabus of Record.

The new syllabus of record for this revised course is attached in Appendix A.

2. A Summary of the proposed revisions:

The course prerequisite is being changed from sophomore standing or instructor permission to no prerequisite required.

3. Justification/rationale for the revision:

Faculty reassessment of this course indicates that the course revision (prerequisites only) is necessary, because this course does not need the prior academic preparation reflected by the formerly required prerequisites.

4. The old syllabus of record.

The old syllabus of record is attached in Appendix B.

Appendix A: New Syllabus Record

I. Catalog Description

HRIM 350 Introduction to the Casino Industry	3 class hours 0 lab hours 3 credits
	(3c-0l-3cr)

Introduces the multibillion-dollar casino industry. Examines the gaming industry from a historical perspective and includes legal, social, and economic issues. Also reviews the various games played in casinos and the current trends, as well as the most popular casino destinations in the world. Special attention is devoted to the growth of casinos on cruise ships, on Native American reservations, and on riverboats in the United States. Includes a field trip to Atlantic City or another casino setting, which occurs on a weekend. The field trip serves as a catalyst to appreciate all of the theoretical concepts discussed in the lectures.

II. Course Outcomes:

The student will be able to:

1. State five factors that contributed towards the development of the casino industry.
2. List and describe the four different types of gambling.
3. Describe the organization of casinos in the USA and in other parts of the world.
4. Calculate table and slot count, and explain the financial structures of casinos.
5. Explain and describe the economic impact of casinos.
6. Describe the psychology of gambling.
7. Recognize and state six sociological aspects of gambling.
8. Identify the various steps and operational strategies used to manage a casino.
9. Apply the four "Ps" used in casino marketing.
10. Identify and list five current and future trends in the casino industry.

III. Course Outline

- A. Course Overview (1 hour)
- B. The History of Gambling and Casinos (3 hours)
 - 1. Ancient Origins
 - 2. Gambling in Europe and England
 - 3. Gambling in the United States of America
 - 4. Gambling in the Twentieth Century
- C. The Psychology of Gambling (3 hours)
 - 1. Who Gambles?
 - 2. Why Do People Gamble?
 - 3. Types of Gamblers
 - 4. Freud's View
 - 5. Other Views
 - 6. Science Versus Luck
- D. Casino Laws and Regulations (3 hours)
 - 1. Historic Events of Nevada Gaming Regulations
 - 2. Nevada
 - 3. Gaming Control Board
 - 4. Licensing
 - 5. Gaming Commission
 - 6. Gaming Policy Committee
 - 7. Types of Gaming
 - 8. New Jersey
 - 9. Historic Events of New Jersey Gaming Regulations
 - 10. Division of Gaming Enforcement
 - 11. Casino Control Commission
 - 12. Types of Gaming Licenses
- E. Indian Gaming (3 hours)
 - 1. Evolution of Indian Gaming
 - 2. National Indian Gaming Association
 - 3. Types of Indian Gaming
 - 4. The National Indian Gaming Commission
 - 5. Pending Legislation
 - 6. Economic Impact of Gambling on Indian Tribes
 - 7. External Concerns
 - 8. Social Concerns
 - 9. Recent Developments
 - 10. Future Trends in Indian Gaming

Exam 1 (1 hour)

- F. Riverboats (3 hours)
 - 1. Iowa
 - 2. Illinois
 - 3. Mississippi
 - 4. Louisiana
 - 5. Indiana
 - 6. Missouri
 - 7. Current and Future Trends in Riverboat Casinos

- G. Cruise Ship Casinos (3 hours)
 - 1. Types of Cruises
 - 2. Comparison of Land-based and Ship-based Casinos
 - 3. Ship Activities
 - 4. Games Played on Cruise Ships
 - 5. Casino Management
 - 6. Establishing Ship Credit

- H. International Casino Gambling (3 hours)
 - 1. Casinos in Africa
 - 2. Casinos in the Caribbean
 - 3. Casinos in Central and South America
 - 4. Casinos in Asia and Australia
 - 5. Casinos in Europe
 - 6. Taxes
 - 7. American Influence on the International Casino Industry

- I. The Economic Impact of Casinos (2 hours)
 - 1. Economic Concerns
 - 2. Economic Benefits of Tourism
 - 3. Infrastructural Costs
 - 4. Social Costs

Exam 2 (1 hour)

- J. The Sociological Impact of Casino Gambling (3 hours)
 - 1. Social Concerns of Gambling
 - 2. Why Do People Gamble?
 - 3. Compulsive Gambling
 - 4. Underage Gamblers
 - 5. Casinos and Criminal Activities
 - 6. Negative Impact of Casino Gambling
 - 7. Casino Employees
 - 8. Social Cost of Casino Gambling
 - 9. Minorities and Low Income Individuals
 - 10. Future Social Trends

- K. Casino Operations (3 hours)
 - 1. Definitions
 - 2. Casino Financial Structure
 - 3. Social Issues
 - 4. Accounting Procedures
 - 5. Table and Slot Counts
 - 6. Credit Procedures
 - 7. Game Rules
 - 8. Gambling Profile
 - 9. Human Resources
 - 10. Case Study

- L. Marketing and Slots (3 hours)
 - 1. Marketing and Customer Relations
 - 2. Product
 - 3. Price
 - 4. Place
 - 5. Promotion
 - 6. Advertising
 - 7. Casinos Additional Marketing Needs

- M. Surveillance and Security (3 hours)
 - 1. The History of the Department
 - 2. How Does Surveillance Differ From Security
 - 3. Overview of the Surveillance Department
 - 4. Surveillances' Organizational Chart
 - 5. Surveillances' Role in the "Soft Count"
 - 6. The Role and Function of the Security Department
 - 7. The Future of the Surveillance Department

- N. Casino Gambling on the Internet (3 hours)
 - 1. History of the Internet Casino
 - 2. Locations of the Internet Casinos
 - 3. Legal Concerns of American Internet Casinos
 - 4. Major Internet Casino Companies
 - 5. Accessing the Internet Casino
 - 6. Social Impact of the Internet Casino
 - 7. Future Trends of the Internet Casinos

Exam 3 (1 hour)

Final Exam -- During Final Exam Week

IV. Evaluation Methods

The final grade will be determined as follows:

Three multiple choice / short answer examinations @ 100 points each

Field Trip Report @ 100 points

Class Presentations @ 100 points

Class Participation @ 100 points

Group Research Project @ 200 points

Comprehensive Final Examination @ 200 points

V. Grading Scale

90% - 100%	A
80% - 89%	B
70% - 79%	C
60% - 69%	D
59% and Below	F

VI. Attendance Policy

As student learning is enhanced by class attendance and participation in discussions, the instructor encourages regular class attendance. The attendance policy of this instructor recognizes possible student need to miss class because of illness or personal emergency.

VII. Required Textbooks, Supplemental Books and Readings

Rudd, D.P., and Marshall, L.H. (2000), *Introduction to Casino and Gaming Operations*, Upper Saddle River, New Jersey, Prentice Hall.

VIII. Special Resource Requirements

None

IX. Bibliography

Appendix B: Old Syllabus Record

I. Catalog Description

HRIM 350 Introduction to the Casino Industry	3 class hours
	0 lab hours
Prerequisites: Sophomore standing or instructor permission	3 credits
	(3c-0l-3cr)

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