



Course Title: Business of Gaming
Course #: BUS364

Credit Hours: 3
Semester: 2022 Spring
Cap: 20

Faculty: Christine Reidhead

E-mail: creidhead@navajotech.edu

Office: Online

Office Hours: Online

Preferred Communication Email; will respond within 24 hours

Modality Online

Class Location and Meeting Times: Online

Meeting Hours and Online Hours: Online

Required Materials: Hashimoto, K. (2008). Casino Management: A Strategic Approach. Prentice Hall

Tools: n/a

Lab Fee (if applicable): n/a

Laptop and Internet Access: Every student is required to own a laptop and have internet access.

Mission, Vision, and Philosophy

Mission: Navajo Technical University honors Diné culture and language, while educating for the future.

Vision: Navajo Technical University provides an excellent educational experience in a supportive, culturally diverse environment, enabling all community members to grow intellectually, culturally, and economically.

Philosophy: Through the teachings of Nitsáhákees (thinking), Nahátá (planning), Íina (implementing), and Siihasin (reflection), students acquire quality education in diverse fields, while preserving cultural values and gaining economic opportunities.

Course Description

This course will investigate the history of gaming in the United States and will investigate why the gaming industry is one of the fastest-growing industries from its beginning and up through modern day operations. Students will also gain an understanding the importance of gaming and how it highlights tourist attractions. Students will also gain an understanding of how Native American tribes use revenues for economic development. Students will also gain an understanding of the state and federal laws that govern gaming and casino management. This course will also cover on the topic sociology of gambling and its addiction.

Course Objectives

After successful completion of the course, students would be able to have a strong understanding of why the gaming industry is one of the fastest-growing industries in the United States. Students would also be able to have a strong understanding of the gaming industry and how the laws and regulations vary from state to state.

Course Outcomes	Course Assessments
A strong knowledge of the gaming industry.	
An ability to communicate and share information with outside sources and be able to explain how the gaming industry works on the Navajo Nation.	
A strong understanding of why it is important to work with the federal and state regulations to start up any casino development.	
A strong understanding of behind scenes of why the gaming industry has its pros and cons in terms of how it may affect a person's social life and how gamblers are coping with the addiction.	

Connections to Program Assessment (Course-Embedded Measures)

Course Activities

Week	Date	Class Topics/Reading Due	Assignments Due	Due Date
1		Introductions, Syllabus, Chapter 1	Read Chapter 1	
2		Chapter 1: A Preliminary Exploration	Article Review Questions Five Paragraph Essay: The History of Gambling	
3		Chapters 2 and 3: Economic Environment and Social Environment	Read Chapters 2 & 3 Article 2 & 3 Review Questions 2 & 3 Five Paragraph Essay on Economic Environment and Social Environment Quiz 1-3	
4		Chapter 4: Casino Management and Politics	Read Chapter 4 Article Review Questions Crisis Management for Casinos – A Test Case - PowerPoint	
5		Chapter 5: Legal Environments	Read Chapter 5 Article Review Questions 1,500 Word Essay: The Indian Gaming Regulatory Act	
6		Chapter 6: Consumer Behavior	Read Chapter 6 Article Review Questions Research Paper Draft	

7		Chapter 7: Development of Corporate Culture and Technology	Read Chapter 7 Article Review Questions 1000 Word Essay: Technology Used in Casinos	
8		Chapter 8: Historical Development Reflects the Changing Competitive Environment	Read Chapter 8 Article Review Questions Five Paragraph Essay: The Impact of Native American Gaming	
9		Chapter 9: Product: Games and Statistics	Read Chapter 9 Article Review Questions Reference Summary and PowerPoint Presentation p. 239	
10		Chapter 10: Product Organization	Read Chapter 10 Article Review Questions PowerPoint Presentation: Outline of the Organizational Structures Within a Casino Draft of Research Paper Due	
11		Chapter 11: Pricing Revenue Control	Read Chapter 11 Article Review Questions Work on Research Paper	
12		Chapter 12: Pricing: Comps and Credit	Read Chapter 12 Article Review Questions Make a Promotional or Marketing Advertisement for Casino	
13		Chapter 13: Location and Transportation	Read Chapter 13 Article Review Questions Five Paragraph Essay: Three Markets That Casinos Can Be Divided Into	
14		Chapter 14: Promotions	Read Chapter 14 Article Review Questions PowerPoint Presentation: Four Major Promotional Techniques	
15		Project Presentation	20 Page Research Paper Final Project PowerPoint Presentation of Research Paper	
		Grades due to the Registrar		
		Graduation		

Grading Plan

Homework:

Class Participation:

Project(s):

Quizzes:

Mid-term:

Final Exam:

Portfolio:

A = 100-90%

B = 89-80%

C = 79-70%

D = 69-60%

F = 59% or less

Grading Policy

Students must do their own work. Cheating and plagiarism are strictly forbidden. Cheating includes (but is not limited to) plagiarism, submission of work that is not one's own, submission or use of falsified data, unauthorized access to exams or assignments, use of unauthorized material during an exam, or supplying or communicating unauthorized information for assignments or exams.

Participation

Students are expected to attend and participate in all class activities. Points will be given to students who actively participate in class activities including guest speakers, field trips, laboratories, and all other classroom events.

Cell phone and headphone use

Please turn cell phones off **before** coming to class. Cell phone courtesy is essential to quality classroom learning. Headphones must be removed before coming to class.

Attendance Policy

Students are expected to attend all class sessions. A percentage of the student's grade will be based on class attendance and participation. Absence from class, regardless of the reason, does not relieve the student of responsibility to complete all course work by required deadlines. Furthermore, it is the student's responsibility to obtain notes, handouts, and any other information covered when absent from class and to arrange to make up any in-class assignments or tests if permitted by the instructor.

Incomplete or missing assignments will necessarily affect the student's grades. Instructors will report excessive and/or unexplained absences to the Counseling Department for investigation and potential intervention. **Instructors may drop students from the class after three (3) absences unless prior arrangements are made with the instructor to make up work and the instructor deems any excuse acceptable.**

Study Time Outside of Class for Face-to-Face Courses

For every credit hour in class, a student is expected to spend two hours outside of class studying course materials.

Study Time for Hybrid or Blended Courses

For a hybrid or blended course of one credit hour, a student is expected to spend three hours per week studying course materials.

Study Time for Online Courses

For an online course of one credit hour, a student is expected to spend four hours per week studying course materials.

Academic Integrity

Integrity (honesty) is expected of every student in all academic work. The guiding principle of academic integrity is that a student's submitted work must be the student's own. Students who engage in academic dishonesty diminish their education and bring discredit to the University community. Avoid situations likely to compromise academic integrity such as: cheating, facilitating academic dishonesty, and plagiarism; modifying academic work to obtain additional credit in the same class unless approved in advance by the instructor, failure to observe rules of academic integrity established by the instructor. **The use of another person's ideas or work claimed as your own without acknowledging the original source is known as plagiarism and is prohibited.**

Diné Philosophy of Education

The Diné Philosophy of Education (DPE) is incorporated into every class for students to become aware of and to understand the significance of the four Diné philosophical elements, including its affiliation with the four directions, four sacred mountains, the four set of thought processes and so forth: Nitsáhákees, Nahát'á, Íina and Siih Hasin which are essential and relevant to self-identity, respect and wisdom to achieve career goals successfully.

At NTU's Zuni Campus, the A:shiwí Philosophy of Education offers essential elements for helping students develop Indigenous and Western understandings. Yam de bena: dap haydoshna: akkya hon detsemak a:wannikwa da: hon de:tsemak a:ts'umme. *Our language and ceremonies allow our people to maintain strength and knowledge.* A:shiwí core values of hon i:yyułashik'yanna:wa (respect), hon delank'oha:willa:wa (kindness and empathy), hon i:yyayumola:wa (honesty and trustworthiness), and hon kohoł lewuna:wediyahnan, wan hon kela i:tsemanna (think critically) are central to attaining strength and knowledge. They help learners develop positive self-identity, respect, kindness, and critical thinking skills to achieve life goals successfully.

Students with Disabilities

Navajo Technical University is committed to serving all students in a non-discriminatory and accommodating manner. Any student who feels that she or he may need special accommodations should contact the Accommodations Office (<http://www.navajotech.edu/student-services#accomodations-services>) in accordance with the university's Disability Accommodations Policy (see http://www.navajotech.edu/images/about/policiesDocs/Disability_ Exhibit-A_ 6-26-2018.pdf).

Email Address

Students are required to use NTU's email address for all communications with faculty and staff.

Final Exam Date:

Homework Policy

Homework turned in one day late will drop 10% of the grade.
Homework turned in two days late will drop 20% of the grade.
Homework turned in three days late will drop 30% of the grade.
Homework will not be accepted after the third day late.