

The Hong Kong Polytechnic University

Subject Code	HTM4326
Subject Title	Casino and Gaming Management
Credit Value	3
Level	4
Pre-requisite / Co-requisite/ Exclusion	Nil
Objectives	In this subject, students will learn major topics related to casino and gaming management, such as legal regulations for casino operation, regional gaming development, casino marketing and design, slot management, and economic and social impacts of gaming. Students will have a general understanding of gaming industry development and operation and management issues of running a gaming business.
Intended Learning Outcomes	<p>Upon completion of the subject, students will be able to:</p> <p>A. Competent professional:</p> <ul style="list-style-type: none"> • Identify the legal requirements affecting the operations of gaming venues • Explain casino game rules and protection measures • Explain and apply the skills and knowledge required for the successful operation, administration, and management of a gaming venue <p>B. Critical thinker:</p> <ul style="list-style-type: none"> • Make sound judgments in the planning, design, and management of a casino business • Analyze the gaming policy issues impacting social and economic development, both locally and globally <p>C. Innovative problem-solver:</p> <ul style="list-style-type: none"> • Identify and define problems concerning the casino operations and gaming industry • Suggest innovative solutions to solve problems and develop the casino and gaming industry <p>D. Effective communicator:</p> <ul style="list-style-type: none"> • Comprehend and discuss effectively in related to the issues in the casino and gaming industry

	<ul style="list-style-type: none"> • Communicate professionally with orally and in writing <p>E. Lifelong learner:</p> <ul style="list-style-type: none"> • Recognize the need for continuous learning and self-improvement in line with the changing environment of the casino and gaming industry <p>F. Ethical leader:</p> <ul style="list-style-type: none"> • Understand the role and nature of individual and group dynamics that exist within the government and various gaming organizations such as casino, gaming commissions, and gaming control boards <p>G. Socially responsible global citizen:</p> <ul style="list-style-type: none"> • Recognize the need for sustainable development for the casino and gaming industry to benefit both international tourists and local people • Identify ethical issues about problem gambling and translate ethical concepts into responsible gaming policy
Subject Synopsis/ Indicative Syllabus	<ul style="list-style-type: none"> a. Overview of the US Gaming Industry b. Asian Gaming Development c. Casino for Tourism Development d. Regulations of Casinos e. Casino Management f. Currency Reporting g. Casino Cage, Credit and Collections h. Slot Management i. Table Game Operations j. Game Mathematics k. Casino Marketing and Design l. Promotion and Database Marketing m. Economic and Social Impacts of Gaming