

GAM 434, Spring 2006
Casino Operations Management II

Instructor: Jim Kilby
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Office Hours: Mon/Wed 9-10:00 a.m. and 12:45-2:30 p.m.

Text: Casino Operations Management – Kilby, Fox, Lucas

Prerequisites: None, however the student must be able to handle math at the high school algebra level.

Course Goal: This course is a continuation of Casino Operations I. The course will provide the student with a basic understanding of the principles of casino operations and management. At the end of the semester the student will have knowledge of how a casino is operated, marketed, and managed. The goal is to provide a basic understanding of casino operations such that the future casino employee will be able to understand and contribute in company meetings where casino issues are discussed.

Grading: Exam 1, 2, & 3	200 total points
Final	100 points
Presentation	100 points
Attendance	<u>100</u> points
Total	500 points

Attendance represents 20% of your final grade.

Make-up Policy: No make-ups are allowed. The lowest score on exams 1, 2, or 3 will be dropped. Therefore if you miss an exam it will be dropped. If you miss more than one exam the second missed exam will be counted as a zero. If you know you will miss an exam please notify the instructor in advance. You may be permitted to take it in the other section of the class.

Presentation: Instructions to follow.

Finals Schedule:

GAM 225 May 8th, 10:10 a.m. **or** May 10th, 2:30 p.m.
GAM 434 May 10th, 10:10 a.m.

Course Objectives:

1. Describe how a sports book operates.
2. Create money lines.
3. Calculate the theoretical casino advantage in money lines.
4. List the principles of line movement.
5. List the principles of point spread betting and how point lines are moved.
6. Describe Race track and Race book operations.
7. Differentiate between Race track and Race book operations.
8. Be able to define terms associated with track and book operations
9. Describe how 'extension' protects book operations.
10. Be able to style and calculate the cost and identify the benefits of dead chip marketing programs.
11. Define 'rebate on loss' marketing and style a profitable program.
12. Describe the management of the slot department.
13. List and define slot mix variables.