

Background

The minor in Gaming Management is an interdisciplinary course of study under the College of Business Administration that was approved by the Board of Regents in 1994. The minor is open to all students of the University. The minor in Gaming Management will augment any chosen Bachelor's degree, providing the recipient with the opportunity to apply their major in the gaming industry and related fields. This will serve to improve the level of professionalism and training for business students seeking career opportunities in the casino industry and in related fields such as gaming regulation. The program provides a basis of business and technical knowledge in the field of gaming management.



College of Business, UNR



Downtown Reno from above UNR
Courtesy of UNR Marketing and Communications

**Declare the Gaming Management minor in the
College of Business Advising Center
Ansari Business Building, Room 409**

WHAT CAN YOU LEARN?

THE GAMING MANAGEMENT MINOR

- How to interpret and analyze the data returned from casino games in order to make sound management decisions;
- How to work in organizations which cater to a diverse market of customers and clientele who are attracted to the gaming, leisure and hospitality industries;
- How to develop strategic plans for customer development, capital expansion, and market positioning for casino and leisure organizations;
- How to understand the regulatory regimes and market structures under which gaming organizations are expected to operate in jurisdictions which permit casino-style gaming;
- How to understand and manage social, political and environmental impacts of permitted gaming on local, regional and national jurisdictions.

**Institute for the Study of Gambling
& Commercial Gaming / MS 025
1664 N. Virginia St.
Reno, NV 89557**

**Phone: (775)784-1442
Fax: (775)784-1057**

(Judy Cornelius) E-mail: judyc@unr.edu

(Joseph Bozsik) E-mail: jbozsik@unr.edu

www.unr.edu/gaming



Reno Arch—Virginia Street, downtown Reno

GAMING MANAGEMENT MINOR



**College of Business
University of Nevada, Reno**

INSTRUCTORS



William Eadington is Professor of Economics and Director of the Institute. He is an internationally recognized authority on the legalization and regulation of commercial gambling, and has written extensively on issues relating to the economic and social impacts of commercial gaming.

Dr. Eadington has served as a consultant and advisor for governments and private sector organizations throughout the world on issues related to gaming laws, casino operations, regulation, legalization and public policy. He holds a Bachelor's degree in Mathematics from Santa Clara University, and an M.A. and Ph.D. in Economics from Claremont Graduate School.



Mark W. Nichols is Associate Professor and Chair of the Department of Economics. Nichols' area of specialty is Industrial Organization and Public Policy. His prior research involved the study of the health care, automobile, and banking industries. His research has been published in *The Journal of Regulatory Economics*, *Journal of Economic History*, *Review of Industrial Organization*, *Public Finance Review* and numerous other journals. His gambling research agenda includes comparative analysis of gambling regulation across various jurisdictions, the competitive consequences of expanding casino gambling and lottery, casino gambling and crime, casino gambling and taxation, and the analysis of casino gambling as a tool for economic development. Nichols teaches courses in Econometrics, Industrial Organization, and Gambling Law.



John Mills has been a Professor of Accounting at the University of Nevada, Reno since 1982, specializing in financial accounting and disclosure. In 1991, he developed a course entitled "Basic Accounting Controls, Procedures and Financial Analysis of the Gaming Industry,"

which has been incorporated into the Gaming Management program for the College of Business Administration. Mills holds a B.S. and an M.B.A. in Business Administration from the University of Nevada, Reno, and a Doctorate of Business Administration from the University of Colorado, Boulder.

AND other adjunct faculty with academic and practical industry experience.

INSTRUCTION

ACC 201: Financial Accounting

Purpose and nature of accounting, measuring business income, accounting principles, assets and equity accounting for external financial reporting. **(3 Credits); and**

ECON 102: Principles of Microeconomics

Forms of business organization; cost concepts and decision making; break-even analysis, fixed and variable costs, budgeting for internal reporting. **(3 Credits); and**

ECON 411: Economic and Social Aspects of Gaming and Gambling

Analysis of topics relevant to gambling, including game strategies and odds making, gambling behavior, economics of the gaming industry, compulsive gambling and gambling and the law. **(3 Credits); and**

GAM 225: Introduction to Gaming Management

Introduction to business and management dimensions of casino operations including marketing, finance, human resource development, key operational issues, legal and regulatory issues, and gaming proliferation. **(3 Credits); and**

GAM 415: Commercial Gaming Law

Federal reporting systems, internal controls, managerial reporting, and the federal and state regulations that impact accounting in a casino environment. **(3 Credits);**

OR

GAM 430: Gaming Management

Administration and Operation of casino gaming. Topics include human resource management, casino operations, strategic management, capital allocation decisions, customer relations and marketing. **(3 Credits); and**

Two Upper Division Gaming courses; GAM 300 or above (except GAM 490).

***A total of 21 credits needed to complete the minor.**

INDUSTRY STATISTICS - Relevant To You



♥ 7 of the Top 10 private industry employers in Washoe County are gaming related. *Nevada Workforce Informer – 4th Quarter 2007*

♣ IGT is the largest private industry employer in Washoe County. *Nevada Workforce Informer – 4th Quarter 2007*

♦ ALL 10 of the Top 10 private industry employers in Nevada are Gaming Properties. *Nevada Workforce Informer – 4th Quarter 2007*



♠ Average 2008 Nevada salary for gaming managers is \$58,492. *Nevada Workforce Informer, Occupational Employment Statistics Survey*

♥ 27% of all jobs in Nevada are in the Leisure and Hospitality industries. *Nevada Career Information System*

♣ In 2006 \$90.9 billion in total gaming revenue in the United States, an 89.8% increase since 1996. *American Gaming Association*

♦ Macau, a burgeoning Asian gaming market, will see approximately \$20 billion in capital projects between



2004 and 2010. *Bill Eadington, Director, Institute for the Study of Gambling and Commercial Gaming*

♠ In 2003 the European Union member states total Gross Gaming revenues were approximately €52 billion, equivalent to about

\$71.6 billion (2007) in the United States. *Bill Eadington, Director, Institute for the Study of Gambling and Commercial Gaming*



The Institute, established in 1989, supports the Gaming Management minor. Its aim is to encourage and promote research and learning so that the issues surrounding gambling and commercial gaming and the ways in which individuals and society-at-large are affected might be addressed.