

# School of Continuing Studies

## Casino Resort Studies Program

The Casino Resort Studies program is designed to allow students to earn an associate degree in Casino Resort Studies, or earn a minor as part of a baccalaureate degree in a selected field. For students with a baccalaureate degree a post-baccalaureate certificate is offered.

**Note:** Casino Resort Studies courses in the School of Continuing Studies do not satisfy degree requirements for full-time Newcomb-Tulane students.

### ASSOCIATE DEGREE IN CASINO RESORT MANAGEMENT:

Students must have a 2.000 grade-point average in all required coursework as well as a 2.000 cumulative GPA. At least half of the general requirements of 37 credits and half of the core requirement of 24/25 credits must be completed at Tulane University.

#### 1. General Requirements for all Applied Business Associate's Degrees (UCRM)

The following 37 credits are required for all of the Applied Business Associate's Degrees:

Course	Credits
ENGL 101 or CSEN 125	4
CSEN 331 or ENGL 367	3
ECON 101	3
SPCH 140	3
Any 3-Credit Computer Course	3
Social Science electives	6
Humanities electives	6
Science electives	6
<b>Total</b>	<b>37</b>

In addition to the 37 credits of general requirements, the Associate of Arts in Casino Resort Management requires 24 credits of casino resort studies core requirements for a total of 61 credits.

There is a **27-credit** limit on the number of business courses a student in the School of Continuing Studies may take.

*Note: Business courses at the School of Continuing Studies are not transferable to the A.B. Freeman School of Business.*

#### 2. Core Courses

Core courses in the casino resort management program are classes that provide a solid foundation of study. Students in the program must take these seven classes. Note: The internship does not apply to students seeking a minor.

CRST 125 Introduction to Casino Resort Management	3 credits
CRST 221 Casino Resort Financial Accounting	3 credits
CRST 225 Casino Resort Marketing	3 credits
CRST 325 Quantitative Methods and Applications	3 credits
CRST 391 Casino Resort Customer Service	3 credits
CRST 417 Legal, Regulatory and Security Issues	3 credits
CRST 450 Internship (last course taken)	3 credits

**Total 18 credits**

#### 3. Elective Courses

In addition to the required core courses, students may select an additional one elective (for an Associate of Art or Postbaccalaureate certificate) or one elective class for a minor. The following are proposed electives, and each is a three-credit course.

- CRST 233 Casino Resort Human Resources Management
- CRST 224 Casino Resort Management Food and Beverage
- CRST 342 Managing Troubled Employees in Casinos Resorts
- CRST 227 Introductions to Casino Resort Hotel Management
- ACTG 111 Elementary Accounting/Casino Resort Management
- CRST 311 Addictive Behavior and Gambling\*

CRST 303 Casino Resort Information Systems  
 MGMT 338 Business Ethics or PHIL 103 Ethics  
 CRST 401 Special Topics

**III. Minor in Casino Resort Management (UCRM)**

Any baccalaureate degree program offered by the School of Continuing Studies may be completed with a minor in casino resort management. Note: Students must have a 2.00 grade-point average in all required coursework for minors.

CRST 125 Introduction to Casino Resort Studies	3 credits
CRST 221 Casino Resort Financial Accounting	3 credits
CRST 225 Casino Resort Marketing	3 credits
CRST 325 Quantitative Methods and Applications	3 credits
CRST 391 Casino Resort Customer Service	3 credits
<b>Total</b>	<b>18 credits</b>

**IV. Requirements for the Post-Baccalaureate Certificates in Casino Management:**

Students must have a 2.00 grade-point average in all required coursework. Half of all the required 24/25 credits must be completed at Tulane University. Courses taken for a baccalaureate degree will not be accepted for transfer credit towards the post-baccalaureate certificates program. Only those courses successfully completed with a grade of “C” or better, after a student received a baccalaureate degree, will be considered for transfer credit.

1. Requirements for the Casino Resort Management PBC (PBC/UCRM/CB):

**Core Courses (same as the Associate Degree in CRM):**

Core courses in the post-baccalaureate casino resort studies program are classes that provide a solid foundation of study. All students in the program must take these seven classes.

CRST 125 Introduction to Casino Resort Management	3 credits
CRST 221 Casino Resort Financial Accounting	3 credits
CRST 225 Casino Resort Marketing	3 credits
CRST 391 Quantitative Methods and Applications	3 credits

CRST 417 Legal, Regulatory and Security Issues	3 credits
CRST 450 Internship (last course taken)	3 credits
CRST Any elective	3 credits
<b>Total</b>	<b>24 credits</b>

**Elective Courses (same as the elective requirements for the Associate Degree):**

In addition to the required core courses, students may select an additional course. The following are proposed electives. All of the below are three credits.

- CRST 233 Casino Resort Human Resources Management
- CRST 224 Casino Resort Management Food and Beverage
- CRST 342 Managing Troubled Employees in Casinos Resorts
- CRST 227 Introduction to Casino Resort Hotel Management
- ACTG 111 Elementary Accounting/Casino Resort Management
- CRST 311 Addictive Behavior and Gambling \*
- CRST 303 Casino Resort Information Systems
- MGMT 338 Business Ethics or PHIL 103 Ethics
- CRST 401 Special Topics

**CASINO RESORT MANAGEMENT COURSE DESCRIPTIONS**

**ACTG 111 Elementary Accounting/Casino Resort Management**

This course serves as an introduction to the principles of accounting that uses the casino resort industry as examples. Topics include: recognition of revenue and expenses for income determination, proper classification of balance-sheet items, and income statement and balance-sheet preparation. Students learn to prepare adjusting entries, closing entries and worksheet presentations necessary for monthly financial statements. The principles and theories behind the proper accounting treatment of cash, accounts receivable, inventories, prepaid expenses, marketable securities and fixed assets are studied.

### **CRST 125 Introduction to Casino Resort Management**

This course integrates the knowledge required to operate and manage the multidimensional business of a casino resort and includes: hotel operations, gaming operations, food and beverage management, marketing, financial controls and human resource management.

### **CRST 224 Casino Resort Management Food and Beverage**

During this course, the student studies the food and beverage department of a large casino resort and how it is managed. Of particular importance is how the casino views its food and beverage service in relationship to the image of customer satisfaction for which the casino is striving.

### **CRST 225 Casino Resort Marketing.**

At the conclusion of this course, the student should understand how basic marketing principles are applied to the casino resort industry in an effort to satisfy the needs of the customer. Note: Counts as UMKT 320 Introduction to Marketing.

### **CRST 227 Introduction to Casino Resort Hotel Management**

The casino resort hotel is normally the second largest contributor of profits to the casino and is also the first service that is traditionally “comped” to loyal patrons. This course deals with how a casino resort hotel is managed in order serve the needs of the guests and the needs of the casino in attracting patrons.

### **CRST 233 Casino Resort Human Resource Management**

Students will apply both practical and ethical management approaches in accordance with the special concerns of contemporary HRM Departments in the casino resort industry. The course covers legal considerations of personnel management, the organizational challenges of meeting client needs in a variety of services, and the psychological frameworks of intra- and interoffice communications. Issues also include sexual harassment, equal opportunity employment, signs of high risk behavior, and security. Note: Counts as UHRM 333 Human Resource.

### **CRST 303 Casino Resort Information Systems**

This course provides an overview of information systems with applications of how it is used in the casino industry. Of particular interest is the tracking of monies, hotel rooms, patron identifications, and game operations. Note: Counts as the computer requirement.

### **CRST 311 Addictive Behavior and Gambling**

This course will provide students with information about addictive behaviors related to gambling that a small percentage of casino guests develop. Topics covered include history of gambling, language of the gambler, recognition of problem and compulsive gamblers, alcohol, drugs, cultural aspects, family involvement, ethical issues, and intervention with the problem gambler.

### **CRST 315 Casino Resort Impact on Social Aspects**

After taking this course, the student should demonstrate an understanding of the basic history and major social impacts of the casino industry on individuals, communities, the state and local economies, and regulatory agencies.

### **CRST 325 Quantitative Methods and Applications**

This course introduces students to statistics using the casino industry as examples. The student is introduced to the mathematical logic inherent in various casino games and slot machines. The mathematics of probability is fundamental to the concept of gaming and is the basis for control and regulation of gaming activities. Note: This course counts for UMG 325, which satisfies the degree math proficiency.

### **CRST 338 Business Ethics**

Prerequisite: 231 or approval of instructor. This course is a theoretical critique and case-oriented analysis of the moral, ethical, and value issues that challenge business, industry, and corporate life with a view toward discovering ethical principles and strategies applicable to the management process.

### **PHIL 103 Ethics**

This class is an introduction to ethical theory. The first few classes discuss two issues: whether moral assertions are amenable to proof and cultural relativism. The remainder of the class will be dedicated to the study to three of the most prevalent grounds for an ethical system: virtue, duty, and consequences. The student will read and be prepared to discuss works by Aristotle, Kant, and Mill as representative of these types of ethical systems. The remainder of the semester will be dedicated to readings and discussions concerning normative ethical issues such as abortion and the death penalty.

### **CRST 342 Managing Troubled Employees in Casino Resorts**

This course deals with the problem of handling sexual harassment, drug abuse and violent behavior in a casino from the perspective of

the HR department. In addition, the course helps front line managers deal with the problems in a positive and effective manner. Note: Counts as a human resource elective.

**CRST 407 Economics of Risk-Taking and Gambling**

Prerequisite: UCRM 325 or UMG 325. The course explores the theory and practice of risktaking and gambling. Conflicting approaches to risktaking are examined from the beliefs and superstitions of ancient times to the precise measurements and utilitarian approaches to risktaking of modern times. The functional roles of markets in allocating risks and the entrepreneur as a past seeker are developed.

**CRST 417 Legal, Regulatory and Security Compliance**

This course covers the legal and regulatory requirements found in most gaming jurisdictions in the United States. Of particular interest are the regulatory and legal compliance for Mississippi and the federal government. Security is discussed in the context of assuring that all legal and regulatory requirements of the casinos are being fulfilled faithfully.

**CRST 450 Internship**

This course is taken during the last semester that a student attends school to complete their associate’s degree in casino resort management. During this course, a student works at a casino under the supervision of the casino’s management and keeps a journal of the experience. The student is required to create a professional resume and to consider strategies for finding employment in the particular area of a casino.

**CRST 220 Special Topics**

(This course number reserved for special topics courses in casino resort management)

**BA in Casino Resort Studies**

The BA in Casino Resort Studies provides students for successful and productive roles in a range of professional careers in the rapidly growing casino resort industry. It encourages the full personal and professional development of those students that it serves. The program is committed to providing educational learning opportunities that teach students how to think critically and strategically, and prepare them for leadership in the dynamic casino resort industry.

**Requirements**

	Credits
<i>Competencies Requirements:</i>	
ENGL 101	4
Writing or Literature (CSEN 331 recommended)	3
MATH (or PHIL 106, PHIL 121) (Statistics recommended)	3
Foreign Language/Perspectives Outside the European Tradition and Comparative Cultures	6-8
<i>Supporting Requirements:</i>	
Oral Communications	3
Computer Applications	3
<i>Distribution Requirements:</i>	
Humanities (Ethics course recommended)	12
Social Sciences (ECON 101 recommended)	12
Science	12
<i>General Electives (as needed to total 124)</i>	<i>12-18</i>
<b>Major Requirements (See core below)</b>	<b>30-33</b>
CRST 125 Introduction to Casino Resort Studies	3
CRST 221 Casino Resort Financial Accounting	3
CRST 225 Casino Resort Marketing	3
CRST 325 Quantitative Methods and Applications	3
CRST 341 Casino Resort Financial Controls	3
CRST 391 Casino Resort Customer Service	3
CRST 407 Casino Resort Leadership & Group Dynamics	3
CRST 417 Legal, Regulatory and Security Issues	3
CRST 450 Internship	3
Two electives in CRST	

**POSTBACCALAUREATE CERTIFICATES**

Students must have a 2.0 grade-point average in all required coursework. Half of all the required 24 credits must be completed at Tulane. Courses taken for a baccalaureate degree will not be accepted for transfer credit towards the PBC program. Only those courses successfully completed, C or better, after a student received a baccalaureate degree will be considered for transfer credit.

**Course Requirements for the CRST Postbaccalaureate Certificates**

<b>Course</b>		<b>Credits</b>
CRST 125	Introduction to Casino Resort Studies	3
CRST 221	Casino Resort Financial Accounting	3
CRST 225	Casino Resort Marketing	3
CRST 325	Quantitative Methods and Applications	3
CRST 391	Casino Resort Customer Service	3
CRST 417	Legal, Regulatory and Security Issues	3
CRST 450	Internship	3
	Any elective	3
	<b>Total</b>	<b>24</b>

**Requirements for the Minor in Casino Resort Studies (CRST)**

<b>Course</b>		<b>Credits</b>
CRST 125	Introduction to Casino Resort Studies	3
CRST 221	Casino Resort Financial Accounting	3
CRST 225	Casino Resort Marketing	3
CRST 325	Quantitative Methods and Applications	3
CRST 391	Casino Resort Customer Service	3
	Any elective	3
	<b>Total</b>	<b>18</b>

**CASINO RESORT STUDIES  
COURSE DESCRIPTIONS**

**CRST 125 Introduction to Casino Resort Studies**

The course is an introduction to the growing casino resort industry. It will integrate the knowledge required to operate and manage the multidimensional business of a Casino Resort to include: gaming operations, hotel operations, food and beverage operations, marketing, retail operations, and financial controls.

**CRST 221 Casino Resort Financial Accounting**

Prerequisite: CRST 125. An introduction to the principles of accounting that uses the casino resort industry and hospitality accounting principles and practices pursuant to the industry’s uniform systems. Topics include: theories, practices underlying the accounting process, recording of business transactions, basic balance sheet and income statement preparation, adjusting and closing entries, calculation of accrued expenses and depreciation, inventory valuation and bank reconciliations, accounting for partnerships and corporations, preparing the statement of cash flow and the analysis and interpretation of financial statements.

**CRST 224 Casino Resort Food and Beverage**

Prerequisite: CRST 125. During this course the student will study the food and beverage department of a large casino resort and how it is managed. Of particular importance is how the casino views its food and beverage service in relationship to the image of customer satisfaction that the casino is striving for.

**CRST 225 Casino Resort Marketing**

This course helps students to develop an understanding of marketing management, the process through which organizations analyze, plan, implement and control programs to develop and maintain beneficial exchanges with target buyers. Effective marketing management is critical for long-term success of any casino resort complex, because this function ensures that the firm attracts, retains and grows customers by creating, delivering, and communicating superior customer value. In this course students will learn how to: evaluate the marketing environment, analyze and identify market opportunities, define and select target customers, plan marketing programs and learn about the 4-P’s of marketing and implementing and controlling marketing plans. Note: Counts as UMKT 320 Introduction to Marketing.

### **CRST 227 Introduction to Casino Resort Hotel**

The casino resort hotel is normally the second largest contributor of profits to the casino complex and is also the first service that is traditionally “comped” to loyal patrons. This course deals with how a casino resort hotel is managed in order to serve the needs of the guests and the needs of the casino in attracting patrons. Students will learn how work is performed and how activities are coordinated within and between hotel departments, and its relationship especially to the casino profit center.

### **CRST 233 Casino Resort Human Resources**

Prerequisite: CRST 125. Students will apply both practical and ethical management approaches in accordance with the special concerns of contemporary HRM Department in the casino resort industry. The course will cover legal considerations of personnel management, the organizational challenges of meeting client needs in a variety of services, and the psychological frameworks of inter- and intra-office communications. Issues also include sexual harassment, attracting, selecting and retaining quality employees, equal opportunity employment, signs of “high risk” behavior, and security issues. Note: Counts as UHRM 333 Human Resource.

### **CRST 303 Casino Resort Information Systems**

Prerequisite: CRST 221 and suggest CRST 341. This course gives an overview of information systems with applications of how it is used in the casino resort industry. Of particular interest is the tracking of monies, hotel rooms, patron identification, and game operations. Note: Counts as the computer requirement.

### **CRST 311 Addictive Behavior and Gambling**

Prerequisite: CRST 125. This course will provide students with information on addictive behaviors that a small percentage of casino guests develop related to their gambling. Topics covered include history of gambling, language of the gambler, recognition of problem and compulsive gamblers, alcohol, drugs, cultural aspects, family involvement, ethical issues, and intervention on the problem gambler. Also covered are treatment programs, and how they work for problem gamblers.

### **CRST 325 Quantitative Methods/Applications**

Prerequisite: CRST 125 (and statistics course is suggested). This course introduces students to quantitative methods and applications used in the casino industry. Develops the techniques and methods for computing the probabilities, expected values, and house percentages of casino games and analyzes the effects of changes in

playing rules and payoff odds. Probability is fundamental to the concept of gaming and is the basis for control and regulations of gaming activities.

### **CRST 341 Casino Resort Financial Controls**

Prerequisites: CRST 221 or UCACT 111, and CRST 225. The course integrates the areas of financial accounting and finance and applies the interpretive and analytical skills of each to casino resort situations. Topics include current asset management, interpretation of financial statements and operating reports, budgeting and forecasting methods, short-term financing, capital budgeting, long-term financing, operating agreements, capital investment analysis, financial feasibility, project and general financing, valuation techniques, and measuring value for stakeholders. Examples will be drawn exclusively from the casino resort industry.

### **CRST 391 Casino Resort Customer Service**

Prerequisite: CRST 225. The course introduces service operations management and operations research methods appropriate for the casino resort industry. The methods, which are based on principles of scientific management, are applied using examples drawn from common operational situations. The evaluation, design, and management of casino resort service delivery systems through operations management topics from a service perspective. Included are other related topics such as customer satisfaction and managing organizational change. The overriding goal of the class is to provide students with the skills and understanding necessary for decision making using quantitative data. Examples will be drawn exclusively from the casino resort industry and focus on providing excellent customer service and measurement of such delivery systems.

### **CRST 401 Special Topics**

(This course number reserved for special topics in casino resort management). Prerequisite: CRST 125.

### **CRST 407 Casino Resort Leadership and Group Dynamics**

Prerequisite: Senior and at least four CRST core courses. This course focuses on leadership and managing people in a casino resort. Students develop theoretic lenses for understanding people and group dynamics in organizations, and practical tools for accomplishing personal and organizational goals. Topics include: individual differences, conflict management, problem-solving, power and influence, motivation, leadership, coaching and counseling, and group process. Students learn through the case

method, self-assessments, experiential exercises, readings, discussions, papers, and group activities.

**CRST 410 Casino Resort, Security and Surveillance**

Prerequisite: CRST 125. Analysis of contemporary security and surveillance concerns specific to the casino resort industry: encompassing casino operations, lodging, food and beverage spa and clubs, retailing, and medical service. Includes development of security department organization, surveillance operations, fraud analysis, risk management, asset protection, loss prevention, disaster control, crisis communications, industrial safety, casino security and emergency action planning.

**CRST 417 Legal, Regulatory, and Security Issues**

Prerequisite: CRST 125. This course covers the legal and regulatory requirements as found in most gaming jurisdictions in the United States. Of particular interest will be the regulatory and legal issues for Mississippi and the Federal government. Security is discussed in the context of assuring that all legal and regulatory requirements of the casinos are being faithfully fulfilled.

**CRST 440 Casino Resort Operation Integration**

Prerequisite: CRST 221, CRST 341. This course presents a view of how the individual operating components of the casino resort are integrated into a single profit center. The class will examine functions that overlap and impact the casino resort as a whole. In a reverse perspective, the contribution of each component to the whole will be assessed. How does the component add to the overall attraction of casino resort and what is the financial contribution of each operation?

**CRST 450 Internship**

Prerequisite: Senior and taken in last year of study (must have at least 5 core courses completed). This course is to be taken during the last semester that a student attends school to complete their associate's degree in casino resort studies. During this course, a student will work at a casino under the supervision of the management at the casino and keep a journal of this experience. The student will also be required to create a polished resume and consider strategies for finding employment in the particular area of a casino that they would enjoy working in.

**MANG 338 Business Ethics**

Prerequisite: CRST 125. A theoretical critique and case-oriented analysis of the moral, ethical, and value issues that challenge business, industry, and corporate life with a view toward

discovering ethical principles and strategies applicable to the management process.