

## GAMING LEADERSHIP CERTIFICATE PROGRAM

+ ATHABASCA UNIVERSITY

+ CANADIAN GAMING CENTRE OF EXCELLENCE

### GAMING OPERATIONS EXECUTIVE OVERVIEW COURSE DESCRIPTION

This course analyzes casino and gaming management as a discipline, and introduces students to a more traditional theoretical approach of strategic market planning, and then places the different aspects of casinos within that framework. This course first explores the casino's external environments and external environmental influences and their impact on the consumers and the competition. The course then moves to the internal control factors of product, price, place and promotions, and concludes with a discussion of the future of gaming.

**Course Objectives:** At the completion of this course, students will be able to:

1. Discuss the various segments of gaming.
2. Understand government's role in gaming and the regulatory environment.
3. Develop an awareness of casino operations.
4. Understand the issues of gambling in our local environment.

For in-depth program information, visit [www.gamingcentreofexcellence.ca](http://www.gamingcentreofexcellence.ca) or contact us at [gamingcentreofexcellence@mlc.mb.ca](mailto:gamingcentreofexcellence@mlc.mb.ca) or at 204 957 2504 ext. 8498