



Course Code THOM-377	Course Title Sport Book Operations and Management	Credits (ECTS) 3/6
Department HT&S Management	Semester Spring/Fall	Prerequisites THOM-375
Type of Course Major/Concentration	Field Hospitality	Language of Instruction English
Level of Course 1 st Cycle	Year of Study 3 rd	Lecturer George Panayiotou/Yianna Orphanidou
Mode of Delivery Face-to face	Work Placement N/A	Co-requisites No

Objectives of the Course:

The main objectives of the course are to:

- Familiarize students with the Sport book operations industry related aspects;
- Think critically in order to analyze a problem and develop a solution;
- Use academic methods (e.g. using referenced arguments);
- Identify and adjust to future managerial trends;
- Work in an interdisciplinary context;
- Analyze major aspects of industry such as:

Sports book operations, race operations: students to be versed in betting at the track, types of races, types of bets, racing terms, regulatory requirements, race book operations, understand, calculate and utilize casino statistics.

Learning Outcomes:

After completion of the course students should be able to:

1. **Demonstrate** knowledge of the various dimensions of the Sports industry;
2. **Explain** the significance of the business within the overall environment;
3. **Analyse, evaluate and discuss** the issues that need to be addressed when doing business;
4. **Identify future issues surrounding the industry.**
5. **Describe and demonstrate** knowledge of the various aspects of managing in a globally competitive context.
6. **Describe and analyse** the international dimensions of marketing, human resource

management, financial management, strategy, diversity and operations management relevant to the industry

Course Contents:

Introduction of Sports Industry
An Overview of Sports and Social Values
Betting Shops history
Sports Book Operations (Race and Sports Betting)
Gambling Basics Football, Basketball, Baseball, Hockey, Boxing, Horse Racing, Golf, Soccer,
Setting Up your own sport book operations (legal requirements)
Customer service in Sport Book facilities
Layout and sport book operation
Betting Software's and possibilities
E-gaming and e-betting

Teaching Methods

PowerPoint Lectures, lab workshop assignments, practical exercises, student presentations/assignments

Assessment Methods

Students' PowerPoint presentations, assignments, exercises , Midterm exam, Final exam.

Required Textbooks

Authors	Title	Publisher	Year	ISBN
Jamie Jeffries , contributor : Charles Oliver	The Book on Bookies: An Inside Look at a Successful Sports Gambling Operation	Paladin Press,	2000	1581600704, 9781581600704

Recommended Textbooks/Reading

Authors	Title	Publisher	Year	ISBN
Jim Kilby, Jim Fox, Anthony F. Lucas	Casino Operations Management	John Wiley & Sons	2006	0470073640, 9780470073643
Kathryn Hashimoto	Casino Management: A Strategic Approach	Prentice Hall	2008	10: 0131926721
Michael Roxborough, Mike Rhoden	Sports Book Management: A Guide for the Legal Bookmaker	Las Vegas Sport Consultants	1988	