



2022 Summer Business Course Tribal Gaming and Hospitality Management

UW Student Flyer

The **Department of American Indian Studies**, in conjunction with the Foster School of Business, offers a summer certificate program in Tribal Gaming and Hospitality Management. This **10-credit program** is open to current UW students, visiting students, and the general public.

In conjunction with the leaders of Tribal gaming enterprises, the goal is to help prepare the next generation of leaders for tribal casinos in the northwest. The course combines general business education with issues specifically relevant to the tribal gaming business to create a unique learning environment.

For four days each month, students will learn on site at different casinos in the region and will receive instruction in four modules: management/leadership, marketing, finance/accounting, and complete a capstone project.

More information: <http://tinyurl.com/uwaiscertificate>

WANT TO GROW YOUR CAREER?

Learn about relevant concepts and practical skills in marketing, management, and accounting and finance – the three pillars in most Tribal Gaming and Hospitality enterprises.

2022 SUMMER SCHEDULE

JUNE 21-24

AIS 275A: Management Essentials (3 credits)
Location: UW Campus & Angel of the Winds Casino

JULY 11-14

AIS 275C: Accounting & Financial Management (3 credits)
Location: Snoqualmie Casino & Legends Casino

AUGUST 8-11

AIS 275B: Marketing and Branding Strategies (3 credits)
AIS 499B: Capstone & Graduation (1 credit)
Location: Silver Reef Casino and Muckleshoot Casino

QUESTIONS

Kai Wise, Academic Advisor
American Indian Studies
206.543.9082 / kaiwise@uw.edu

A minimum grade of 2.0 or Satisfactory is required for each course in order to complete the program and earn the certificate. Classes are held at Tribal Casinos across Washington.

**Note: UW students who register for the courses, please let Kai Wise know right away so we can help you coordinate on-site rooms at the casinos during the program.*

COURSES

MANAGEMENT ESSENTIALS

Explore management and leadership through understanding individuals, teams, and organizations. Discuss concepts and applications of strategic planning, problem solving, conflict management, negotiation, change management, and control systems. Also cover current issues regarding ethical behavior, social responsibility, and diversity.

ACCOUNTING AND FINANCIAL MANAGEMENT

Explore the economic foundations of the accounting system; discuss the short-term and long-term implications of using accounting information to evaluate performance, create budgets, and analyze financial statements. Reveal what you need to know to be financially literate in a business setting.

MARKETING AND BRANDING STRATEGIES

Explore marketing principles and their usefulness in tribal gaming and hospitality settings. Discuss controllable and uncontrollable factors in making marketing decisions, and the implications of product life cycle for decision-making. Develop working knowledge of marketing strategies.

BUSINESS CAPSTONE PROJECT

Work on a team project to author a business plan for a product line or marketing initiative within an existing organization. This report will strengthen your portfolio and combine information and assignments from all three modules into a cohesive whole.

FIELD CLASSROOMS & INDUSTRY GUEST SPEAKERS

The course sessions will be held at Tribal Casinos and Resorts across Washington. This will allow for facility tours to view a range of operations and operating systems as well as to hear from General Managers and other executives who lead Tribal Casinos. Learn best practices and industry standards by leading organizations across Washington.

FOR MORE INFORMATION

Kai Wise, UW American Indian Studies
206.543.9082 / kaiwise@uw.edu

Andrea Tulee, UW Consulting & Business Development Center
tribalgaming@uw.edu

PROGRAM FORMAT

This 10-credit certificate program runs for 3 weeks during the Summer quarter. Most of the sessions take place on-site at the Tribal casinos within the region. Transportation will be provided by the UW.

KEY OUTCOMES

You'll learn the essentials of accounting, finance, business management, and marketing, with a specific focus on the Tribal gaming and hospitality industry. You'll also receive a richer understanding of Tribal entities and learn best industry practices.

REGISTRATION

Summer Quarter registration begins on April 14, 2022. This program is open to all UW students and members of the public.

EXECUTIVE LEADERS & TOURS

More than a dozen guest speakers who are leaders in the Tribal Gaming and Hospitality industry will interact with course participants on industry trends, challenges, and opportunities. Students will also attend front-house and back-house tours for each of the casino host sites.

INDEPENDENT STUDY OPPORTUNITIES

Students get the opportunity to put what they are learning in the classroom to work in a real setting. These students will work directly with the UW Consulting and Business Development Center on projects that will help advance their careers. For more information, contact Andrea Tulee at tribalgaming@uw.edu

INSTRUCTORS

Lynn Palmanteer-Holder, Director
Tribal Relations & Community Development
WA State Board of Community and Technical Colleges
Management Essentials Course
Capstone Project Faculty Director

Allard Teeple (Bay Mills Indian Community)
Accounting and Financial Management Course

Leta Beard, Associate Teaching Professor
Michael G. Foster School of Business
University of Washington
Marketing and Branding Strategies Course