FAU

FLORIDA ATLANTIC UNIVERSITY

COURSE CHANGE REQUEST
Undergraduate Programs

Department Marketing-Hospitality & Tourism Management

College Business

Current Course Prefix and Number HFT 4240	*Current* Course Title Excellence in Guest Service Management

Syllabus must be attached for ANY changes to current course details. See Template. Please consult and list departments that may be affected by the changes; attach documentation.

Change title to:
Guest Experience Management

Change prefix

From: To:

Change course number

From: To:

Change credits*

From: To:

Change grading

From: To:

Change WAC/Gordon Rule status**

Add ☐   Remove ☐

Change General Education Requirements***
Add ☐   Remove ☐
*See Definition of a Credit Hour.
**WAC/Gordon Rule criteria must be indicated in syllabus and approval attached to this form. See WAC Guidelines.
***GE criteria must be indicated in syllabus and approval attached to this form. See Intellectual Foundations Guidelines.

Change description to:

Change prerequisites/minimum grades to:

Change corequisites to:

Change registration controls to:

Please list existing and new pre/corequisites, specify AND or OR and include minimum passing grade (default is D-).

Effective Term/Year for Changes: Spring 2025	Terminate course? Effective Term/Year for Termination:

Faculty Contact/Email/Phone Soyoung Park/soyoungpark@fau.edu/

Approved by	Date
Department Chair	9/13/2024
College Curriculum Chair	9/23/24
College Dean	9-26-24
UUPC Chair Korey Sorge	10/7/24
Undergraduate Studies Dean Dan Meeroff	10/7/24
UFS President	
Provost	

Email this form and syllabus to mjenning@fau.edu seven business days before the UUPC meeting.

FLORIDA ATLANTIC UNIVERSITY

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HFT 4240-100 12518

Guest Experience Management
3 Credits   Fall 2025

Instructor Information

Soyoung Park
Email: soyoungpark@fau.edu
Office: FL 314
Office Hours: Tuesday 9:00 - 11:00 AM or By appointment
Phone: (561) 297-4916

Course Description

This course offers an in-depth study of the provision and management of high quality service provided within a hospitality business venue. Issues of measurement, continuous service improvement, staff member orientating and training from a guest perspective, and the ability to benchmark among hospitality competitors are discussed. Other topics include the importance of moments of truth, creating and maintaining a service culture, and management of a professional service delivery system.

Prerequisites/Corequisites

None

Instructional Method

Fully Online Class
100% of the course is delivered online.

Required Texts/Materials

Managing Hospitality Organizations
ISBN: 9781544356853
Publisher: Sage Publications, Incorporated
Edition: 2nd
*Not required

Course Objectives/Student Learning Outcomes

Upon completion of this class, students will be able to:

- Evaluate procedures to improve guest service within specific organizations.
- Discuss the link between outstanding guest service activities and increased profits.
- Recall basic guest service terminology and phrases.
- Recognize the importance of service excellence to organizational success.
- Discuss the value of various approaches to leveraging staff and guest participation in service processes.
- Design the service systems for seamless and satisfactory service deliveries.
- Analyze and solve real-life cases regarding service challenges.
- Analyze best practices and construct recommendations for improvements in guest services.

Faculty Rights and Responsibilities

Florida Atlantic University respects the rights of instructors to teach and students to learn. Maintenance of these rights requires classroom conditions that do not impede their exercise. To ensure these rights, faculty members have the prerogative to:

• Establish and implement academic standards.

• Establish and enforce reasonable behavior standards in each class.

• Recommend disciplinary action for students whose behavior may be judged as disruptive under the Student Code of Conduct [University Regulation 4.007](.).

Disability Policy

In compliance with the Americans with Disabilities Act Amendments Act (ADAAA), students who require reasonable accommodations due to a disability to properly execute coursework must register

with Student Accessibility Services (SAS) and follow all SAS procedures. SAS has offices across three of FAU's campuses – Boca Raton, Davie and Jupiter – however disability services are available for students on all campuses. For more information, please visit the SAS website at www.fau.edu/sas/.

Course Evaluation Method

Method	Percentage
Class Activities	30%
Chapter Quizzes	20%
Individual Assignment	30%
Exam	20%

There are 15 weekly in-class/online activities, 13 chapter quizzes (3 waived), 1 individual assignment, and 1 final exam. The weight is distributed across assignments and exams to ensure engagement throughout the course.

Please do not feel overwhelmed because of the number of assignments. I create mini assignments so that your grade is not decided on a single assignment. The weekly activities are very simple and often done during class time.

Chapter quizzes are based on lectures, textbook, and PowerPoints. You will have unlimited attempts at the quizzes and only highest scores will be kept.

The instructions for the individual assignment will be shared in a separate module. The assignment will be broken down into smaller parts so that you can receive feedback as you finalize the assignment.

Final exam is based on lecture, PowerPoints, and chapter quizzes. Students are expected to read all materials prior to each exam and/or assignment and be prepared to discuss assigned readings in an active manner during class assignments. Exams will be timed, and no make-up exams will be given unless previously discussed with the instructor.

Code of Academic Integrity

Students at Florida Atlantic University are expected to maintain the highest ethical standards. Academic dishonesty is considered a serious breach of these ethical standards, because it interferes with the university mission to provide a high quality education in which no student enjoys an unfair advantage over any other. Academic dishonesty is also destructive of the university community, which is grounded in a system of mutual trust and places high value on personal integrity and individual

responsibility. Harsh penalties are associated with academic dishonesty. For more information, see [University Regulation 4.001](#).

Attendance Policy Statement

Students are expected to attend all their scheduled University classes and to satisfy all academic objectives as outlined by the instructor. The effect of absences upon grades is determined by the instructor, and the University reserves the right to deal at any time with individual cases of non-attendance. Students are responsible for arranging to make up work missed because of legitimate class absence, such as illness, family emergencies, military obligation, court-imposed legal obligations, or participation in University-approved activities. Examples of University-approved reasons for absences include participating on an athletic or scholastic team, musical and theatrical performances, and debate activities. It is the student's responsibility to give the instructor notice prior to any anticipated absences and within a reasonable amount of time after an unanticipated absence, ordinarily by the next scheduled class meeting. Instructors must allow each student who is absent for a University-approved reason the opportunity to make up work missed without any reduction in the student's final course grade as a direct result of such absence.

Religious Accommodation Policy Statement

In accordance with the rules of the Florida Board of Education and Florida law, students have the right to reasonable accommodations from the University in order to observe religious practices and beliefs regarding admissions, registration, class attendance, and the scheduling of examinations and work assignments. University Regulation 2.007, Religious Observances, sets forth this policy for FAU and may be accessed on the FAU website at www.fau.edu/regulations.

Any student who feels aggrieved regarding religious accommodations may present a grievance to the executive director of The Office of Civil Rights and Title IX. Any such grievances will follow Florida Atlantic University's established grievance procedure regarding alleged discrimination.

Time Commitment Per Credit Hour

For traditionally delivered courses, not less than one (1) hour of classroom or direct faculty instruction each week for fifteen (15) weeks per Fall or Spring semester, and a minimum of two (2) hours of out-of-class student work for each credit hour. Equivalent time and effort are required for Summer Semesters, which usually have a shortened timeframe. Fully Online courses, hybrid, shortened, intensive format courses, and other non-traditional modes of delivery will demonstrate equivalent time and effort.

Course Grading Scale

Letter Grade	Letter Grade
A	94 - 100%
A-	90 - 93%
B+	87 - 89%
B	83 - 86%
B-	80 - 82%
C+	77 - 79%
C	73 - 76%
C-	70 - 72%
D+	67 - 69%
D	63 - 66%
D-	60 - 62%
F	Below 60

Grade Appeal Process

You may request a review of the final course grade when you believe that one of the following conditions apply:

• There was a computational or recording error in the grading.

• The grading process used non-academic criteria.

• There was a gross violation of the instructor's own grading system.

University Regulation 4.002 of the University Regulations contains information on the grade appeals process

Policy on Make-up Tests, Late work, and Incompletes

Make-up Tests:

1. Advance Notice: Students are required to provide advance notice for any missed tests at least 7 days in advance of the exam date unless under extreme circumstances. Failure to do so may result in the denial of a makeup test.

2. Valid Excuse: Makeup tests will only be granted for valid reasons, such as illness, family emergencies, or university-sanctioned events.

3. Scheduling: Makeup tests should be scheduled within one week of the original test date, unless there are exceptional circumstances. The instructor will determine the makeup test format.

Late Work:

1. Submission Deadline: All assignments are due on the specified deadline. Late work will be accepted within a grace period of 72 hours. No submission will be allowed after 72 hours.

2. Late work will incur a point deduction based on the following schedule:

   - 1 day late: 10% deduction
   - 2 days late: 30% deduction
   - 3 days late: 50% deduction

 - Submissions beyond three days late will not be accepted, and the student will receive a score of zero.

Incompletes:

1. Request for Incomplete: Students seeking an incomplete grade must submit a formal request, detailing the reasons for the request. The instructor will review the request and may grant an incomplete in exceptional circumstances.

2. Completion Timeline: Students granted an incomplete must complete the outstanding work within a timeframe determined by the instructor, usually no later than the end of the following semester.

3. Penalties for Late Completion: Late completion of an incomplete assignment may result in point deductions as per the late work policy.

General Notes:

- It is the responsibility of the student to communicate and discuss any issues with the instructor in a timely manner.
- The instructor reserves the right to make exceptions to the policies in case of extenuating circumstances.

Policy on the Recording of Lectures

Students enrolled in this course may record video or audio of class lectures for their own personal educational use. A class lecture is defined as a formal or methodical oral presentation as part of a university course intended to present information or teach students about a particular subject. Recording class activities other than class lectures, including but not limited to student presentations (whether individually or as part of a group), class discussion (except when incidental to and

incorporated within a class lecture), labs, clinical presentations such as patient history, academic exercises involving student participation, test or examination administrations, field trips, and private conversations between students in the class or between a student and the lecturer, is prohibited. Recordings may not be used as a substitute for class participation or class attendance and may not be published or shared without the written consent of the faculty member. Failure to adhere to these requirements may constitute a violation of the University's Student Code of Conduct and/or the Code of Academic Integrity.

Counseling and Psychological Services (CAPS) Center

Life as a university student can be challenging physically, mentally and emotionally. Students who find stress negatively affecting their ability to achieve academic or personal goals may wish to consider utilizing FAU's Counseling and Psychological Services (CAPS) Center. CAPS provides FAU students a range of services – individual therapy, group therapy, and crisis services, to name a few - offered to help improve and maintain emotional well-being. For more information, go to http://www.fau.edu/counseling/

Student Support Services and Online Resources

- Center for Learning and Student Success (CLASS)
- Counseling and Psychological Services (CAPS)
- FAU Libraries
- Math Learning Center
- Office of Information Technology Helpdesk
- Center for Global Engagement
- Office of Undergraduate Research and Inquiry (OURI)
- Science Learning Center
- Speaking Center
- Student Accessibility Services
- Student Athlete Success Center (SASC)
- Testing and Certification
- Test Preparation
- University Academic Advising Services
- University Center for Excellence in Writing (UCEW)
- Writing Across the Curriculum (WAC)

Course Topical Outline

Chapter 1 The Basics of Wow! The Guest Knows Best

Chapter 2 Meeting Guest Expectations Through Planning

Chapter 3 Setting the Scene for the Guest Experience

Chapter 4 Developing the Hospitality Culture

Chapter 5 Staffing for Service

Chapter 6 Training and Developing Employees to Serve

Chapter 7 Serving with a Smile: Motivating Exceptional Service

Chapter 8 Involving the Guest: The Co-Creation of Value

Chapter 9 Communicating for Service

Chapter 10 Planning the Service Delivery System

Chapter 11 Waiting for Service

Chapter 12 Measuring and Managing Service Delivery

Chapter 13 Fixing Service Failures

Chapter 14 Service Excellence: Leading the Way to Wow!

Course Topical Outline

Due	Assignment	Type	Description	Points
8/25	Syllabus Review	Activity		2
8/25	Activity 1	Activity		2
8/25	Chapter 1 Quiz	Quiz		2
9/1	Activity 2	Activity		2
9/1	Chapter 2 Quiz	Quiz		2
9/8	Activity 3	Activity		2

Due	Assignment	Type	Description	Points
9/8	Chapter 3 Quiz	Quiz		2
9/15	Activity 4	Activity		2
9/15	Chapter 4 Quiz	Quiz		2
9/22	Activity 5	Activity		2
9/22	Chapter 5 Quiz	Quiz		2
9/29	Activity 6	Activity		2
9/29	Chapter 6 Quiz	Quiz		2
10/6	Individual Assignment	Assignment		30
10/13	Activity 7	Activity		2
10/13	Chapter 7 Quiz	Quiz		2
10/20	Activity 8	Activity		2
10/20	Chapter 8 Quiz	Quiz		2
10/27	Activity 9	Activity		2
10/27	Chapter 9 Quiz	Quiz		2
11/3	Activity 10	Activity		2
11/3	Chapter 10 Quiz	Quiz		2
11/10	Activity 11	Activity		2
11/10	Chapter 11 Quiz	Quiz		2
11/17	Activity 12	Activity		2
11/17	Chapter 12 Quiz	Quiz		2
11/24	Activity 13	Activity		2
11/24	Chapter 13 Quiz	Quiz		2

Due	Assignment	Type	Description	Points
12/8	Activity 14	Activity		2
12/8	Exam	Exam		20

Artificial Intelligence Preamble

FAU recognizes the value of generative AI in facilitating learning. However, output generated by artificial intelligence (AI), such as written words, computations, code, artwork, images, music, etc., for example, is drawn from previously published materials and is not your own original work.

FAU students are not permitted to use AI for any course work unless explicitly allowed to do so by the instructor of the class for a specific assignment. **[Policy 12.16 Artificial Intelligence]**

Class policies related to AI use are decided by the individual faculty. Some faculty may permit the use of AI in some assignments but not others, and some faculty may prohibit the use of AI in their course entirely. In the case that an instructor permits the use of AI for some assignments, the assignment instructions will indicate when and how the use of AI is permitted in that specific assignment. It is the student's responsibility to comply with the instructor's expectations for each assignment in each course. When AI is authorized, the student is also responsible and accountable for the content of the work. AI may generate inaccurate, false, or exaggerated information. Users should approach any generated content with skepticism and review any information generated by AI before using generated content as-is.

If you are unclear about whether or not the use of AI is permitted, ask your instructor before starting the assignment.

Failure to comply with the requirements related to the use of AI may constitute a violation of the **Florida Atlantic Code of Academic Integrity, Regulation 4.001.**

Proper Citation: If the use of AI is permitted for a specific assignment, then use of the AI tool must be properly documented and cited. For more information on how to properly cite the use of AI tools, visit **https://fau.edu/ai/citation**