



FLORIDA ATLANTIC UNIVERSITY

HFT 4240-100 12424

Guest Experience Management

3 Credit(s)

Fall 2025 - 1 Full Term

Instructor Information

Ye Zhang

Email: yezhang@fau.edu

Classroom: Online Only

Office: Fleming Hall (FL) Boca 310

Office Hours: Weds 2:00 pm-4:00 pm, There is also a recommended remote option via Zoom software at any time mutually agreed. Phone: N/A

Course Description

Guest Experience Management

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.

This course is taught fully online and with no class meetings.

The lectures are recorded and released for you to study at any time over each week,

The important thing to remember is to **check your FAU emails regularly**. The instructor will

communicate REGULARLY about course activities, deadlines, or expectations for that specific week.

Stay ON TOP OF YOUR FAU EMAILS and ask your instructor via email for any specific

questions that you may have

Prerequisite: No prerequisite course required

Co-Requisite: No co-requisite course required

Instructional Method

Fully Online Class

100% of the course is delivered online.

Required Texts/Materials

Managing Hospitality Organizations

ISBN: 9781544321509

Publisher: Sage Publications, Incorporated

Edition: 2nd

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Course Objectives/Student Learning Outcomes

Upon completion of this course students will be able to:

1. Understand basic guest service terminology (i.e., "guestology"), features, and underlying rationale
2. Recognize the importance of service excellence to the organizational success
3. Implement strategies toward service excellence (chapter 2-4)
4. Understand the value and approaches of leveraging the staff and guest power in service processes (chapter 5-8)
5. Learn about how to design the service systems for seamless and satisfactory service deliveries (chapter 9-14)

6. Analyze real-life cases to resolve potential service challenges
7. Apply best practices in service design and management
8. Capture recent trends in guest service management

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

Exam 1 30%

(Distributed via Canvas learning management system (LMS); objective style questions)

Exam 2 40%

(Distributed via Canvas learning management system (LMS); objective style questions)

Assignment 1 15%

(Distributed via CANVAS learning management system (LMS); essay/short answer format)

Assignment 2 15%

(Distributed via CANVAS learning management system (LMS); essay/short answer format)

Exact details and specifics regarding exam dates and procedures will be provided by the professor.

Content for the exams may come from lectures, textbook chapters, additional required readings,

PowerPoint presentations, homework assignments, and/or expert

interviews/speeches. However, the material on the exams is primarily based on the lecture/speech notes and the textbook.

Curving/Extra Credit: They are granted based on the instructor's discretion.

A 94.00-100% A- 90.00-93.99% B+ 87.00-89.99%

B 84.00-86.99% B- 80.00-83.99% C+ 77.00-79.99%

C 70.00-76.99% D 60.00-69.99% F <60%

All letter grades are calculated using the weighted average from all items listed above. Please refer to the above grading scale when determining your overall course grade.

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](#).

Plagiarism takes many forms, including but not limited to:

Directly copying content from AI tools such as ChatGPT

Direct copying (including 3 words in a row) without using quotations.

Failure to use citations when an idea is not yours

1. Copying material without quotation marks is always plagiarism, even if you cite the source.
2. Providing references in the reference section without using citations is still plagiarism.

Anti-plagiarism Software

Written components of any assignment or project may be submitted to anti-plagiarism software to evaluate the originality of the work. Any students found to be submitting work that is not their own will be deemed in violation of the University's honor code discussed above.

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.

There are no physical attendance requirements or guidelines. However, **students are highly suggested to check their FAU emails a minimum of three (3) times per week to stay current with**

deadlines and any other class information. Missing important class information because of a student's

"absence" from checking emails regularly is not the responsibility of the professor and will not be

considered as a valid excuse for any missed assessments.

The instructor considers “regular attendance” to be the student’s checking of his or her FAU emails as indicated above. This also included checking announcements within the Canvas learning management system (LMS) as well as contacting the professor for any questions. This indicates an “active presence” in the course.

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 | Percentage |
|---------------------|-------------------|
| A | 100 - 94% |
| A- | < 94 - 90% |
| B+ | < 90 - 87% |
| B | < 87 - 83% |
| B- | < 83 - 80% |
| C+ | < 80 - 77% |

| Letter Grade | Percentage |
|--------------|------------|
| C | < 77 - 73% |
| C- | < 73 - 70% |
| D+ | < 70 - 67% |
| D | < 67 - 63% |
| D- | < 63 - 60% |
| F | < 60 - 0% |

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

No assignments, projects, or assessments (i.e., midterm or final) may be taken late or turned in late except as indicated elsewhere in the syllabus for approved reasons (i.e., illness, university-approved absences, religious accommodations, extreme emergencies, etc.). Please refer to the emergency section for more details regarding the proof needed to get approval for these reasons.

Assessments in this course (midterm and final) are open during a sufficient "window of time" in which to begin the assessment. These windows are provided, at a minimum, during the scheduled course time. If a student misses the open window for taking an assessment, he or she will receive a grade of 0 on that particular assessment unless he or she has an approved reason (i.e., illness, university

approved absence, religious accommodation, extreme emergency, etc.). A student may not take an exam late without a university-approved reason and commensurate documentation.

A student who is passing a course, but has not completed all work due to exceptional circumstances, may, with consent of the instructor, temporarily receive a grade of incomplete ("I"). The assignment of the "I" grade is at the discretion of the instructor, but is allowed only if the student is passing the course.

The specific time required to make up an incomplete grade is at the discretion of the instructor. However, the College of Business policy on the resolution of incomplete grades requires that all work required to satisfy an incomplete ("I") grade must be completed within a period of time not exceeding one calendar year from the assignment of the incomplete grade. After one calendar year, the incomplete grade automatically becomes a failing ("F") grade.

Special Course Requirements

A student who misses an exam may receive a makeup exam if he or she suffered from a documented illness or extreme emergency. By "documented illness," the professor requires an official note from a medical professional (doctor, on-campus clinic visit, etc.). An emergency is considered "extreme" if the incident warrants medical attention or otherwise prohibits a student from attending the exam. Items such as car problems, computer failure, technical difficulties, forgetting, having to work, etc. are not considered extreme. The professor will use fairness and ethical behavior in all determinations of what is considered an extreme emergency. Once a determination is made, the outcome will be communicated to the student.

In addition to the required documentation, the student (or his or her designee) must notify the

professor within 24 hours of the missed event (i.e., midterm or final) regardless of whether it was missed due to an illness or an extreme emergency – unless, of course, the student and his/her designees are physically incapacitated. The professor may be reached via email (yezhang@fau.edu). Failure to contact the professor in the time frame provided will result in a grade of 0 being recorded for that particular assessment. The make-up assessment (if provided) will be at the identical level of difficulty and course evaluation percentage as the original assessment.

Please note that “makeup” policies do not apply to the attendance of industry meetings or the joining of a student professional association) as the exams/quizzes are communicated to students well in advance of the specific assessment for planning purposes. It is fully the student’s responsibility to adhere to these scheduled times. If a student misses the deadline for either of these course activities, he or she will not be provided an extension for any reason.

Missing an assessment for any other reasons beyond approved and documented illness or emergency, university-approved activities with sufficient advance notice and proper documentation, and/or religious accommodations with sufficient advance notice will result in a grade of 0 on that item.

Professionalism/Netiquette

In order to enhance the learning environment, students are requested to use professionals and “netiquette” at all times when communicating with their professor or with their peers. This includes all forms of communication from emails to telephone calls to instant messages and virtual chats (i.e., Collaborate). The FAU Code of Academic Integrity (see the Code of Academic Integrity Policy Statement above) includes all student behavior including that which takes place in an eLearning environment. Students who violate professionalism and common courtesy will be subject to the guidelines of the Code of Academic Integrity. As future business professionals, common courtesy,

respect, and ethical behavior is expected of all students enrolled in and/or affiliated with this course.

This applies to any online discussion as well.

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.

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>

AI Language Specific To This Course

AI Flexible: The use of AI to assist in work assigned in this specific course is permitted only for specific assignments as indicated by the instructor. Use must be properly documented and cited per instructor guidelines (<https://fau.edu/ai/citation>).

You can use AI tools to aid your learning depth. Yet any assignment or exam answers directly copied or largely overlapping with the AI-generated contents (i.e., **detected with more than 20% overlapping rate**) will be judged as plagiarism and not receive the grade.

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](#)
- [Office of Information Technology Helpdesk](#)
- [Center for Global Engagement](#)
- [Office of Undergraduate Research and Inquiry \(OURI\)](#)
- [Student Accessibility Services](#)

- [Student Athlete Success Center \(SASC\)](#)
- [Testing and Certification](#)
- [Test Preparation](#)
- [University Academic Advising Services](#)

The Center for Teaching and Learning (CTL)

The CTL has a variety of FREE TUTORING and other academic support services to help you succeed in your courses. You are encouraged to build your academic support team early in the term and meet with your team regularly. At the CTL, you can practice difficult course content, develop skills, and learn academic success strategies -- in person and online. Learn more about FAU academic support at www.fau.edu/ctl.

Course Topical Outline

HFT 4240.100 Tentative Course Schedule (Fall Term, 2025)

(* Expert Interviews/speeches will be supplemented to some chapters and have details provided later)

| DATE | ASSIGNMENT |
|-------------------------------------|---|
| Week 1 <i>Aug 18 - 22</i> | Course Intro Chapter 1 |
| Week 2 <i>Aug 25 - 29</i> | Chapter 2 |
| Week 3 <i>Sep 1 - 5</i> | Chapter 3 |
| Week 4 <i>Sep 8 - 12</i> | Chapter 4 |
| Week 5 <i>Sep 15 - 19</i> | Chapter 5 |
| Week 6 <i>Sep 22 - 26</i> | Chapter 6 ASSIGNMENT #1 DUE (Sep 26 (Fri) 11:59pm) |
| Week 7 <i>Sep 29 - Oct 3</i> | MIDTERM (online) – COVERING CHAPTERS 1-6 (Sep 26 (Fri) 11:59pm – Oct 3 (Fri) 11:59pm) |
| Week 8 <i>Oct 6 - 10</i> | Chapter 7 |
| Week 9 <i>Oct 13 - 17</i> | Chapter 8 & 9 |
| Week 10 <i>Oct 20 - 24</i> | Chapter 10 |
| Week 11 <i>Oct 27 - Nov 7</i> | Chapter 11 |
| Week 12 <i>Nov 10 - 14</i> | Chapter 12 |
| Week 13 <i>Nov 17 - 21</i> | Chapter 13 & 14 ASSIGNMENT #2 DUE (Nov 21 (Fri), 11:59pm) |
| Week 14 <i>Nov 24 - 28</i> | Thanksgiving Break |
| Week 15-16 <i>Dec 1 - Dec 10</i> | FINAL EXAM (online) – COVERING CHAPTERS 7- 14 (Nov 28 (Fri.), 11:59pm to Dec 5 (Fri.), 11:59pm) |

*The schedule serves as a tentative overview of the course progression. It is subject to change infrequently based upon the learning pace of the students, guest lecturer availability, and other criteria deemed appropriate by the professor. Please be sure to check your FAU emails on a regular basis for the latest class information.

Title IX Statement

In any case involving allegations of sexual misconduct, you are encouraged to report the matter to the University Title IX Coordinator in the Office of Civil Rights and Title IX (OCR9). If University faculty become aware of an allegation of sexual misconduct, they are expected to report it to OCR9. If a report is made, someone from OCR9 and/or Campus Victim Services will contact you to make you aware of available resources including support services, supportive measures, and the University's grievance procedures. More information, including contact information for OCR9, is available at <https://www.fau.edu/ocr9/title-ix/>. You may also contact Victim Services at victimservices@fau.edu or 561-297-0500 (ask to speak to an Advocate) or schedule an

appointment with a counselor at Counseling and Psychological Services (CAPS) by calling 561-297-CAPS.