

**HFT 4240.001, Excellence in Guest Service Management**

**CRN 39038 - 3 Credit Hours**

**Boca Campus, Tuesday-Thursday 11.00am-12.20pm**

**Spring Semester 2018 (01/06/2018 – 05/04/2018)**

**Class Location: Education (ED), Room 115**

**Professor Information**

Name: Melih “Mel” Madanoglu, Ph.D. (Pronounced like Madonna-Lou)

**Office Location: 318 Fleming Hall, Boca Raton Campus**

Phone: (561) 297-1378

Email: melih.madanoglu@fau.edu \* My preferred communication method.

I do my best to respond to student e-mails within one (1) business day (i.e., 24 hours). If you do not hear back from me in two (2) business days please resend your e-mail message.

**Office Hours**

**Tuesday 12.30pm-3.30pm in 318 Fleming.** Also by appointment any day or time with advance notification and mutually agreed time.

# Required Text and Materials

Title: Customer Service for Hospitality and Tourism

Authors: Simon and Louise Hudson

ISBN: 9781908999344 ; Publisher: Goodfellow Publishers 2013

**Class Time Commitments**

According to Florida State Statute 6A-10.033, students must spend a minimum 2,250 minutes of in class time during a 3-credit course. Additionally, students enrolled in a 3-credit course are expected to spend a minimum of 4,500 minutes of out-of-class-time specifically working on course-related activities (i.e., reading assigned pieces, completing homework, preparing for exams and other assessments, reviewing class notes, etc.) and fulfilling any other class activities or duties as required.” The course schedule for this course reflects this expectation of students.

**Course Prerequisites and Credit Hours**

n/a

**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.

**Student Learning Outcomes (SOLs)**

Upon completion of this course students will be able to:

* Implement procedures to improve guest service within their respective organizations
* Discuss the link between outstanding guest service activities and increased profits at the executive level in their organization
* Communicate the importance of guest service to the operation of a 21st century business operation
* Grasp how a service environment affects the guests;
* Learn strategies for “involving the guests” in the experience (i.e., coproduction by guests”)

**Grading Scale**

|  |  |  |
| --- | --- | --- |
| Letter Grade | Minimum Grade (%) | Points |
|  A | 93  | 465 or higher |
|  A- | 90 | 450-464 |
|  B+ | 87 | 435-449 |
|  B | 83 | 415-434 |
|  B- | 80 | 400-414 |
|  C+ | 77 | 385-400 |
|  C | 73 | 365-384 |
|  C- | 70 | 350-364 |
|  D+ | 67 | 335-349 |
|  D | 63 | 315-334 |
|  D- | 60 |  300-314 |

 F below 60 below 300

**Course Evaluation Method**

Exam 1 33.3%

Exam 2 33.3%

Exam 3 33.3%

-------------------------------------

Total 100%

**Holidays**

There are no holidays which affect the course schedule.

**Additional Course Policies**

**Make-up Assignments or Assessments/Late Assignments or Assessments**

No assessments (i.e., exams, assignments) may be taken late or as a “make up” ***except*** as indicated elsewhere in the syllabus for approved reasons (i.e., illness or extreme emergency, university-approved absences, or religious accommodations). A student is considered “late” for an eLearning assignment or exam if he or she does not sign in to take the assessment during the “open hours” as indicated by the professor. These open hours are communicated to students well in advance of the specific assessment for planning purposes and exam days and times are already listed here in the syllabus. It is fully the student’s responsibility to adhere to these scheduled times.

Further, there are no make-up assessments in this course ***except***for approved scenarios as indicated below (i.e., religious accommodations, illness, or university-approved absences). There are no make-up assessments provided for technical difficulties as stated above in the Technical Difficulties during Assessments section.

**Attendance Policy**

Attendance is not mandatory. The professor believes that students are adult learners and it is up to the student himself or herself if he or she wishes to attend on a regularly and fully participate in the learning process. Remember, however, that active learning and attendance as well as class involvement positively correlates with better student academic performance.

**University Approved Absence Policy Statement**

In accordance with rules of Florida Atlantic University, students have the right to reasonable accommodations to participate in University-approved activities, including athletic or scholastics teams, musical and theatrical performances, and debate activities. It is the student’s responsibility to notify the course instructor at least one week prior to missing any class, assignment, assessment, or other activity. Additionally, proper documentation must be provided to the instructor.

**Illness or Extreme Emergency**

A student who misses an assessment (i.e., exam) *may* receive a make-up exam if he or she suffered from a documented illness or extreme emergency. By “documented,” the professor **requires** a note from a medical professional (doctor, on-campus clinic visit, etc.) or other verification. Additionally, the student (or his or her designee) MUST notify the professor within 24 hours of the missed event (i.e., exam). The professor may be reached via telephone or email (contact information listed above). 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.

Documentation (i.e., a doctor’s note) must be turned in directly to the professor in their ***original*** format. Scanned, photographed, copied, or otherwise manipulated formats will ***not be considered acceptable***.

**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 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 affiliated with this course. This applies both to in person, face-to-face discussions as well as any online discussion if applicable.

**Reaching Your Goal of a College Degree**

In today’s busy world, it’s easy for students to get off track due to their busy lives with work, families, significant others, financial problems, etc. Florida Atlantic University is committed to helping you make it through to your goal of earning a college degree. We encourage you to use **any** or **all** of the resources below if you encounter problems along the way. Remember that if you attend class regularly, take good notes, and read the assignments in a timely manner, you should succeed and reach your goals. If you have problems understanding the lecture topics, specific components within the lectures, difficulty with a reading assignment, or would like to review your exams in person, please set up an appointment with the instructor. He will be as flexible as possible to accommodate your busy schedule.

Remember; *do not wait until the end of the semester to seek assistance!* Reach out to the professor as early as possible when the need arises. Instead of just dropping a course or putting a stop to your attendance when “life gets in the way”, the professor encourages you to also use the ***vast*** resources here at FAU. Please see the list of resources available at:

[www.fau.edu/studentresources](http://www.fau.edu/studentresources)

**Selected University and College Policies**

**Code of Academic Integrity Policy Statement**

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, please see FAU Regulation 4.001 at: [FAU Regulation 4.001](http://www.fau.edu/regulations/chapter4/4.001_Code_of_Academic_Integrity.pdf).

**Disability / Accessibility Policy Statement**

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)—in Boca Raton, SU 133 (561-297-3880); in Davie, LA 131 (954-236-1222); or in Jupiter, SR 110 (561-799-8585) —and follow all SAS procedures.  Their web site is:  <https://fau.edu/sas>.

**Religious Accommodation Policy Statement**

In accordance with 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, observances, and beliefs with regard to admissions, registration, class attendance and the scheduling of examinations and work assignments.

For further information, please see FAU Regulation 2.007 at: [FAU Regulation 2.007](http://www.fau.edu/regulations/chapter2/Reg%202.007%208-12.pdf).

**University Approved Absence Policy Statement**

In accordance with rules of the Florida Atlantic University, students have the right to reasonable accommodations to participate in University approved activities, including athletic or scholastics teams, musical and theatrical performances and debate activities. It is the student’s responsibility to notify the course instructor at least one week prior to missing any course assignment.

**Incomplete Grade Policy Statement**

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.

**Withdrawals**

Any student who decides to drop is responsible for completing the proper process required to withdraw from the course.

**Grade Appeal Process**

A student may request a review of the final course grade when s/he believes that one of the following conditions apply:

* There was a computational or recording error in the grading.
* Non-academic criteria were applied in the grading process.
* There was a gross violation of the instructor’s own grading system.

The procedures for a grade appeal may be found in [FAU Regulation 4.002.](http://www.fau.edu/regulations/chapter4/4.002_Student_Academic_Grievance_Procedures_for_Grade_Reviews.pdf)

**Disruptive Behavior Policy Statement**

Disruptive behavior is defined in the FAU Student Code of Conduct as *“... activities which interfere with the educational mission within classroom.”* Students who behave in the classroom such that the educational experiences of other students and/or the instructor’s course objectives are disrupted are subject to disciplinary action. Such behavior impedes students’ ability to learn or an instructor’s ability to teach. Disruptive behavior may include, but is not limited to: non-approved use of electronic devices (including cellular telephones); cursing or shouting at others in such a way as to be disruptive; or, other violations of an instructor’s expectations for classroom conduct.

**Faculty Rights and Responsibilities**

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

* To establish and implement academic standards
* To establish and enforce reasonable behavior standards in each class
* To refer disciplinary action to those students whose behavior may be judged to be disruptive under the Student Code of Conduct.

**College of Business Minimum Grade Policy Statement**

The minimum grade for College of Business requirements is a “C”. This includes all courses that are a part of the pre-business foundation, business core, and major program. In addition, courses that are used to satisfy the university’s Writing Across The Curriculum (WAC) and Gordon Rule math requirements also have a minimum grade requirement of a “C”.

**Email Account Requirements**

FAU students sometimes have problems if they have their FAU emails forwarded to their personal account on another Internet Service Provider (ISP).As a student in this course, you are **required** to utilize your FAU email for all correspondence. All electronic mail correspondence from the professor will be sent to the FAU email address you have on file. Please make sure this address is functioning and able to accept incoming emails.

**Tentative Course Schedule for HFT 4240.001 (Spring, 2018) \***

|  |  |  |  |
| --- | --- | --- | --- |
| Week | **Date** | **Topic** | **Reading Assignment**  |
| 1 | 1/91/11 | Class Introductions, Class Expectations, Review of SyllabusDiscuss Chapter 1 | Read Chapter 1  |
| 2 | 1/161/18 | Discuss Chapter 2 | Read Chapters 2  |
| 3 | 1/231/25 | Discuss Chapter 3 | Read Chapter 3 |
| 4 | 1/302/1 | Discuss Chapter 4 | Read Chapter 4 |
| 5 | 2/62/8 | Exam Review**Exam 1;** 2/8 **ONLINE** on Canvas**Covers Chapters 1 through 4 plus in-class lecture information by professor and/or guest speakers.** | **Good luck!** |
| 6 | 2/132/15 | Discuss Chapter 5 | Read Chapter 5 |
| 7 | 2/202/22 | Discuss Chapter 6 | Read Chapter 6 |
| 8 | 2/272/29 | Discuss Chapter 7 | Read Chapter 7 |
| 9 | 3/63/8 | SPRING BREAK |  |
| 10 | 3/133/15 | Exam Review**Exam 2**; 3/15 **ONLINE on Canvas**;**Covers Chapters 5 through 7 plus in-class lecture information by professor and/or guest speakers.** | **No Class****Good luck!** |
| 11 | 3/203/22 | Discuss Chapter 8 | Read Chapter 8 |
| 12 | 3/273/29 | Discuss Chapter 9 | Read Chapter 9 |
| 13 | 4/34/5 | Discuss Chapter 10 | Read Chapter 10 |
| 14 | 4/104/12 | Discuss Chapter 11  | Read Chapter 11 |
| 15 | 4/174/19 | Course Wrap Up**Exam 3 (4/19); ONLINE on Canvas**;**Covers Chapters 8 through 11 plus in-class lecture information by professor and/or guest speakers.** |  |

**\***This schedule serves only as a tentative overview of the course progression. It is subject to change infrequently based on the learning pace, guest lecturer availability, and other criteria deemed appropriate by the professor. Please be sure to check your emails on a regular basis (i.e., at least 3 times per week) for the latest class information.