

Professional Development Syllabus

Course Information

Course: ACCT 3100 Section 051
Course Title: PROFESSIONAL DEVELOPMENT
Meets: August 27- October 8
Each Monday, 9:00 am – 10:50 am (JSOM 2.107)
Semester: Fall 2012

Professor Contact Information

Professor	Melissa Palmer, MS
Email Address	melissa.palmer@utdallas.edu
Office Phone	972-883-5851
Office Location	JSOM 4.424
Office Hours	Tuesday & Thursday from 10:00AM-11:00AM or by appointment

**My preferred method of communication is via email. I am in my office most days, however, so feel free to stop by or email me to set up an appointment.*

Course Pre-requisites, Co-requisites, and/or Other Restrictions

None

Course Description

This course is required for all students majoring in ACCOUNTING in the Naveen Jindal School of Management. This course is designed to enhance the student's experience in the Naveen Jindal School of Management. Students will work on networking skills, verbal and written communication skills, business etiquette training, and learn how to increase their human capital. Students will also work on projects geared towards career management and overall professional development as a business major. The goal of this class is to make the student a more marketable and valuable professional to the global economy. Students will learn and attend class using hybrid system of online training and on campus training.

Welcome to ACCT 3100 Professional Development in ACCOUNTING! This course plays two important roles in your UTD experience. First, the course will introduce you to the field of ACCOUNTING with a particular emphasis on helping you begin developing the skills and attitudes that will enable you to enter the job market from a position of strength. You will learn that the ACCOUNTING field values not only models, formulas, and theories, but also writing, speaking, and teamwork. You will learn about the different career tracks within our field and get a chance to discover your own aptitude for success in each one. You will take from this course a clearer understanding of what it takes to be a strong ACCOUNTANT student and how you can best position yourself for an ACCOUNTING career.

The second purpose of this course is to introduce you to the Jindal School of Management and our nationally-recognized approach to undergraduate business education. In this course you will learn that our standards – both for you and for ourselves - are high. You will learn that the Jindal community values your attitude and commitment to hard work as much as we value your intellect. You will find that we won't let you take a 'drive thru' approach to your education. We will push you to try new things and to embrace the opportunities you have as a college student to stretch, fail, and learn. The message you will take from this class is that, even though your UTD journey is going to be challenging, everyone who works in the Jindal building is here to support you and wants to help you get where you want to go.

Are you ready to take the first step?

Student Learning Objectives/Outcomes

1. Students will demonstrate a basic proficiency in written and oral professional communications.
 2. Students will develop a commitment to ethical business decision making.
 3. Students will develop an ability to create a career plan.
 4. Students will demonstrate proper professional dress and behavior.
-

Required Textbooks and Materials

Illustrated Course Guides : Professionalism - Soft Skills for a Digital Workplace, Butterfield, 1st Edition, 0538469781 Cengage.

E-Book version is available.

Suggested Course Materials

Assignments & Academic Calendar

Week	Topic	Assignments	Assignment Due
8/27	Syllabus and Class Introduction <ul style="list-style-type: none"> • Career Development: <i>“Begin with the End in Mind”</i> • Student Organizations • Discuss Informational Interview 	<ul style="list-style-type: none"> • View/read all information & tabs concerning “Careers in Accounting” on our website: http://jindal.utdallas.edu/academic-areas/accounting/careers-in-accounting/ • Research what the Bureau of Labor Statistics’ Occupational Outlook Handbook has to say about the field of accounting, the pay and the future job opportunities. Explore what area of accounting interests you the most: http://www.bls.gov/ooh/business-and-financial/accountants-and-auditors.htm <i>See figure E-2 on p. 101 of your text.</i> 	None
9/3	No Class – LABOR DAY	<ul style="list-style-type: none"> • Get registered on CareerWorks: http://www.utdallas.edu/careerworks/ • Review CMC Schedule of Workshops and plan which ones you will attend (4 required) • Review Prof. Dev. Writing Activity: Current events in Accounting 	None

9/10	Meet in Computer Lab Degree Plan Advising <i>“Ideal Resume” in-class exercise;</i> Presenting yourself Professionally	Unit A (Pages 1-24) Informational Interview Assignment	Take Unit A Quiz 1 Review PowerPoint slides 2 times Professional Development Writing Activity DUE
9/17	Developing a Professional Work Ethic	Unit B (Pages 25-48) Assign Elevator Speech video	Take Unit B Quiz 2 Review PowerPoint slides 2 times
9/24	Developing Your Interpersonal Skills	Unit C (Pages 49-72)	Take Unit C Quiz 3 Review PowerPoint slides 2 times Recorded 30-Second Elevator Speech DUE
10/1	Winning at Office Politics	Unit D (Pages 73-96)	Take Unit D Quiz 3 Review PowerPoint slides 2 times Informational Interview Write-up DUE
10/8	Planning and Managing Your Career	Unit E (Pages 97-120)	Take Unit E Quiz 4 Review PowerPoint slides 2 times CMC Workshops “Passport” DUE

Grading Policy

Grade Component	Weight
Professional Development Writing Activity	20%
Recorded 30-Second Elevator Speech	20%
Informational Interview and Write-Up	20%
Attending Resume Writing Workshop	5%
Attending Dress for Success Presentation	5%
Attending Approved Event of Your Choice	5%
Attending Approved Event of Your Choice	5%
Unit A Quiz 1	4%
Unit B Quiz 2	4%
Unit C Quiz 3	4%
Unit D Quiz 4	4%
Unit E Quiz 5	4%
Total	100%

Grade Distribution

Percentage	Letter Grade
90-100	A
80-89	B
70-79	C
Below 70	F

Note: If you fail this class you will be required to attend a special course with Dr. McClain Watson

Course & Instructor Policies

Class attendance is mandatory. Each student is allowed one absence. Each additional class absence will result in a 5% point reduction from your course grade.

Each student will be issued a Professional Development Passport that must be validated when attending career and student organization events.

ACCT 3100: Palmer

Professional Development Writing Activity

Due Date: Monday, September 10, 2012 at the beginning of class

Grade: 20%

Pursuing a job is just as much about having a certain knowledge and skill base as it is marketing yourself to your prospective employer. While identifying hard skills, such as a bachelor's degree or work experience, can be easy, identifying soft skills, such as thoroughness, communication and ethics, can be difficult. To investigate soft skills, many companies administer "tests" to gauge an applicant's abilities. To this end, you are asked to complete the following:

You have made it to the second round of interviews at the company for which you really want to work. You feel good about getting this far and have received the following email from the hiring manager.

Dear Applicant,

Congratulations again on getting to the second interview! You have made it farther than hundreds of applicants so you should feel good about this accomplishment.

Before your second interview, we would like to assess your abilities as a writer. Clear communication is a core value of our company and your performance on this assessment will help us determine if you are a good match for our company in this area.

Here is what we would like from you: Please find a recent newspaper or magazine article about a topic or issue that you think is important and relevant to the job for which you have applied. Write a 250-word executive summary of this article. What are the take-aways of the article? Most importantly, why do you feel the topic/issue is important? What can we learn from the article?

*We are hoping that your writing will match your high GPA and impressive work and civic involvement history and will allow us the confidence to consider you a finalist for the position. Please submit your executive summary, along with a copy of the article, on **September 10** to remain active for our consideration.*

Cordially,

*Ashley Perkins
Director of Human Resources
Dream Company*

ACCT 3100: Palmer

Elevator Pitch

Due Date: Monday September 24

Grade: 20%

The world of business moves fast and the competition are fierce. Often you may find yourself having only a brief moment to have a conversation, make the sale, or get the deal. Sometimes called Elevator Pitches, because they are imagined for the time it takes to ride an elevator, these quick, energetic, informative conversations can potentially be the deal breakers not just for your company but for your career. With this in mind, please complete the following:

1. Take some time to reflect on who you are as a person and what you have to offer in the world of business. What is it about you that makes you better than anyone else and would make you an ideal employee to a company? Construct for yourself a two minute speech about yourself that you would offer up if the situation arose. *Practice this speech; make it as natural and easy as possible.*
2. Imagine that you are on an elevator in the Reunion Tower in Downtown Dallas. Much to your surprise, you notice standing next to you the CEO and Founder of your dream company. Make a video of yourself offering up your elevator pitch. *(You may want to have a friend stand in as the CEO so you have someone to whom to react; however, this is not required.)*
3. Upload this video to youtube.com *(you may need to create an account or you can use your existing account but make certain that your privacy settings will allow your instructor and classmates to view the video).*
4. Post the link to your video on the E-Learning discussion board no later than Sept. 24.

Each of you will view the videos of the three other members of your small group and fill out a feedback sheet for each student in your group. More instructions will be given as we prepare for this assignment.

Helpful hints:

- Remember that this video is representative of a professional setting. Make certain that your video camera or web camera is in an appropriate location and the setting is appropriate.
- Memorize your speech as it is unlikely that you would have note cards available in the real-life setting. It is unlikely that you would offer a speech like this wearing your Dallas Cowboys jersey or pajamas.

The following websites may be of assistance to you during this project:

http://www.businessweek.com/careers/content/jun2007/ca20070618_134959.htm

<http://www.alumni.hbs.edu/careers/pitch/>

<http://bschool.pepperdine.edu/career/content/elevatorspeech.pdf>

<http://www.creativekeys.net/powerfulpresentations/article1024.html>

ACCT 3100: Palmer
Informal Interview of a Business Professional
Due Date: October 1, 5:30PM
Grade: 20%

Often, when we see a successful person, we only see their end result...we fail to see the hard work they have invested as well as the simple daily activities that brought their success. We also often do not get a full understanding of that person and what their career and accomplishments mean to them. The purpose of this activity is to allow you to talk to a professional in the business world to get a sense of what they do on a day-to-day basis. This exposure will provide a nice practical foundation for your courses as well as help you to get a real-life snapshot of the topics you want to study at UTD and work in after you graduate. To this purpose, please complete the following:

1. Find a local professional who is working in the field of ACCOUNTING. Select someone who currently has the job or a job similar to one you would like within ten years after you graduate. *(If you are currently undecided or majoring in Accounting, you are highly encouraged to use this opportunity to narrow your focus as to what you want to do within your career.)* Remember, just because you contact someone does not mean they will respond or be willing to participate so try to identify two or three professionals. *NOTE: This person CANNOT be a relative or someone at your current employment.*
2. Create four questions to which you would like the professional to respond. These questions should help you get a sense of the background of the professional, what their professional journey has been like, and what advice they would give to someone who wants to work in their specific field. Most importantly, however, is that you formulate questions that will allow you to learn the information about which you are most interested.
3. Contact the interviewee and set up a face-to-face meeting or phone chat. *REMEMBER: This person does not know you which means that you will need to take care to reach out to them in your most professional manner. Your instructor and/or the BizCom lab can help you design your message so that it makes a positive first impression.*
4. Do the interview. Remember that the point of this activity is to hear their story so use your questions as a guide to conversation. If you have planned your questions well, a natural conversation will evolve. *You will want to take notes and/or record the conversation for use later so be sure to ask permission to do so before you start your conversation.*
5. Write a 2 page (single-spaced) summary of your interview experiences and reflections. What professional wisdom did they share? What advice did they give? How has your thinking about this field changed after doing this activity? Please attach the business card of the person you interviewed to your paper OR at the end of your document provide the name and contact information of the person.
6. Submit your paper in class on October 1.

Off-campus Instruction and Course Activities

Below is a description of any travel and/or risk-related activity associated with this course.

UT Dallas Syllabus Policies and Procedures

The information contained in the following link constitutes the University's policies and procedures segment of the course syllabus.

Please go to <http://go.utdallas.edu/syllabus-policies> for these policies.

Statement regarding potential academic dishonesty

All allegations of scholastic dishonesty will be submitted to the Office of Judicial Affairs who will determine guilt or innocence. If a determination of guilt is found, *at minimum* a grade of **F** will be recorded for the course!

The descriptions and timelines contained in this syllabus are subject to change at the discretion of the Professor.