

COURSE SYLLABUS

ACCT 6388 – Professional Accounting Communications

Naveen Jindal School of Management – The University of Texas at Dallas

Course Information

Course Number/Section	ACCT 6388.5U1
Course Title	Professional Accounting Communications
Term and Dates	Summer 2016 05/23/2016 – 8/8/2016

Professor Contact Information

Instructor	Mary Guan, CPA
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Office Location	JSOM 4.421
Office Hours	See eLearning for posted hours and also by appointment
Teaching Assistant	Tyler Cotter
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TA Office Hours	See link on eLearning

I. COURSE DESCRIPTION

Communication is the root activity of accounting. Communication skills are rated as one of the most sought after qualities in today's job market. In nearly all aspects of professional life, you will spend most of your day explaining, writing, directing, convincing, and listening to other people. Your ability to do this clearly and effectively will have a direct bearing on your success in the business world. This course is designed to give graduate students in accounting a thorough introduction to business communication and its application in the world of professional accounting. Particular emphasis is given to the sorts of writing challenges that accountants commonly face.

Why do I have to take this course?

The Texas State Board of Public Accountancy rule 511.58 states *"Effective July 1, 2011, the board requires that a minimum of 2 semester credit hours in accounting communications or business communications be completed. The semester hours may be obtained through a discrete course or offered through an integrated approach. If the course content is offered through integration, the university must advise the board of the course(s) that contain the accounting communications or business communications content."* This course fulfills the TSBPA requirement and prepares you to enter the field of accounting as a more confident and competent communicator.

II. COURSE OBJECTIVES

This course is designed to help you develop your communication skills in an accounting-related career, including:

- Develop communication skills you need to write clearly, speak well, and work effectively in teams
- Value the differences between yourself and others and to employ that understanding to improve the quality of your communication

- Utilize creative communication strategies to achieve optimal resolution of conflict or challenge in the accounting field
- Enhance your ability to communicate in writing with diverse audiences

III. REQUIRED TEXTBOOKS AND MATERIALS

Book needed for Aplia Access – Guffey, Mary Ellen, and Loewy, Dana; Bundle: **Essentials of Business Communication** (with Premium Website, 1 term (6 months) Printed Access Card), 10th + MindLink for MindTap™ Business Communication, 1 term (6 months) Printed Access Card ISBN: 1305919491 or 9781305919495 (Digital access to Aplia, e-book and paper book)

Or

Guffey, Mary Ellen, and Loewy, Dana; Bundle: **Essentials of Business Communication** , Aplia only is MindLink for Aplia™, 1 term (6 months) Printed Access Card for Guffey/Loewy’s Essentials of Business Communication, 10th, ISBN: **1305253124 or 9781305253124 (Digital Access and e-Book only)**

For Professional Development Plan: Bolles, Richard N.; **What Color is Your Parachute Job-Hunter’s Workbook**, 4th Edition (Ten Speed Press (2012), ISBN-10: 160774497X, ISBN-13: 9781607744979

Other Self-Assessment Tools

- www.authentichappiness.org (Free Assessment - Click on “Questionnaires” and scroll down to “VIA Survey of Character”)
- *Strengthfinders 2.0* by Tom Rath
<http://www.amazon.com/dp/159562015X/ref=nosim/?tag=thegalluporganiz>
- DISC Profile

IV. COURSE REQUIREMENTS

Assignment	Due Date	Points
Video Cover Letter	6/7	25
Client Engagement Letter & Bios	6/14	50
Resume/LinkedIn Profile	6/21	75
Professional Development Plan	6/28	100
Interview Assignment	8/2	100
Professionalism/Participation	Various – 8/5	100
Reflection Journals (“RJ”)	Various	50
Accounting Research Briefing	Various	50
Aplia Quizzes (can work ahead – 3 lowest will be dropped)	Various (see due dates on Aplia “Course Outline” page)	100
Team Project: Transmittal Letter / Project Deliverable / Appendix with Client Engagement Letter, Bios, Status Updates, Closing Meeting Agenda and All meeting minutes (Assignments) Items Due: Status 1 - 6/14 (engagement letter with bios) Project Plan Due: 6/21 (timeline of meetings) Status 2 – 6/28 Documents for Feedback: Set appointments week of 7/4-11 Status 3 – 7/5 Status 4 – 7/12 Status 5 – 7/19 Closing Meeting – 7/26 (or can do the week before) Coordinate Meetings with TAs/Mentors: Minimum 4	Final Project Due: 8/2	150
Final Presentation	8/2	100
Team Evaluation (Ranking for the entire team except you)	8/9	50
Client Evaluation (Sent to Client by Lucretia Ensminger)	Client-completed	50
TOTAL POINTS		1000

Note: Details for assignments can be found in eLearning under “Assignments” as they come available.

V. COURSE SCHEDULE

Week	Topics / Class Activities	Action	Deadlines
1 – 5/24	<ul style="list-style-type: none"> • Introductions/Review Syllabus • Getting Started with Aplia (Aplia) • Resources • Chapter 1 – Career Success Begins with Communication Skills 	<ul style="list-style-type: none"> - Research clients - Test Aplia - Plan/work on course assignments - Order business cards 	1. Complete Self-Assessment & Project Profile – Due 5/29 (see link under “Assignments” on eLearning)
2 – 5/31	<ul style="list-style-type: none"> • Meet and connect with clients (try to come early around 5:30pm to greet clients) • Chapter 11 – Business Etiquette, Ethics, Teamwork and Mentoring/Professionalism at Work • Self-Assessment 	<ul style="list-style-type: none"> - Finalize teams - Coordinate meetings with TA/mentors 	1. Bring business cards
3 – 6/7	<ul style="list-style-type: none"> • Chapter 13 – The Job Search, Resumes, and Cover Letters • Chapter 14 – Interviewing and Follow-up 	<ul style="list-style-type: none"> - Initial meeting with clients - Coordinate meetings with TA/mentors 	1. Video Cover Letter – Due 6/7 2. Aplia Homework – Due 6/11
4 – 6/14	<ul style="list-style-type: none"> • Chapter 12 – Business Presentations • Chapter 5 – Electronic Messages / Digital Media / Electronic Messages and Memorandums 	<ul style="list-style-type: none"> - Send Client Engagement Letter - Coordinate meetings with TA/mentors 	1. Client Engagement Letter with Bios – Due 6/14 2. Aplia Homework – Due 6/18
5 – 6/21	<ul style="list-style-type: none"> • Chapter 2 – Planning Business Messages • Chapter 3 – Composing Business Messages 	<ul style="list-style-type: none"> - Coordinate meetings with TA/mentors 	1. Resume & LinkedIn Profile – Due 6/21 2. Project Plan – Due 6/21 3. Aplia Homework – Due 6/25
6 – 6/28	<ul style="list-style-type: none"> • Chapter 6 – Positive Messages • Chapter 8 – Persuasive and Sales Messages / Persuasive Messages 	<ul style="list-style-type: none"> - Coordinate meetings with TA/mentors 	1. Professional Development Plan & RJ #1 – Due 6/28 2. Status Update – Due 6/28 3. Aplia Homework – Due 7/2 (Optional: Draft

			for Feedback 7/2)
7 – 7/5	<ul style="list-style-type: none"> Chapter 4 – Revising Business Messages Project Work 	- Coordinate meetings with TA/mentors	1. Status Update – Due 7/5 2. Aplia Homework – Due 7/9
8 – 7/12	<ul style="list-style-type: none"> Chapter 10 – Proposals and Formal Report 	- Coordinate meetings with TA/mentors	1. Status Update – Due 7/12 2. Aplia Homework – Due 7/16
9 – 7/19	<ul style="list-style-type: none"> Chapter 7 – Bad News Messages / Negative Messages Wrap Up Project Work/Practice Presentations 	- Conduct closing meetings (optional) - Coordinate meetings with TA/mentors	1. Status Update – Due 7/19 2. Aplia Homework – Due 7/23
10 – 7/26	<ul style="list-style-type: none"> Chapter 9 – Informal Reports Wrap Up Project Work/Practice Presentations 	- Conduct closing meetings - Coordinate meetings with TA/mentors	1. Closing Meeting – Due 7/31 2. Aplia Homework – Due 7/30
11 – 8/2	<ul style="list-style-type: none"> Presentations & Final Projects 	- Schedule feedback times	1. Interview Assignment & RJ #2 – Due 8/2 2. Final Project & RJ #3 – Due 8/2 3. Professionalism RJ #4 – Due 8/5 4. Course RJ #5 – Due 8/5 5. Team Evaluation Forms – Due 8/5 6. Aplia Homework – Due 8/6
12 – 8/9	<ul style="list-style-type: none"> No Final Exam ☺ 	- Schedule feedback times	

Note: These descriptions and timelines are subject to change at the discretion of the Professor.

VI. COURSE POLICIES

A. Grading Criteria & Policy

Scaled Score (out of 1000 points)	Letter Equivalent
100 – 93% (1000 – 930)	A
92 – 90% (929 – 900)	A-
89 – 87% (899 – 870)	B+
86 – 83% (869 – 830)	B
82 – 80% (829 – 800)	B-
79 – 77% (839 – 770)	C+
76 – 70% (769 – 700)	C
Below 69% (699 or less)	F

Grading Policy

All work should also demonstrate the same professional and ethical standard expected of you in the workplace, including proofreading and editing carefully all work you submit in this class.

Professionalism also means you use appropriate source citation whenever and wherever necessary so that you avoid violations of academic honesty – even if those violations are inadvertent.

Late assignments are not accepted except in the case of extenuating circumstances. It is at the discretion of the instructor whether any credit or comments will be given.

Accessing Grades

Students can check their grades by clicking “My Grades” under Course Tools after the grade for each assessment task is released.

B. Scholastic Honesty

The University has policies and discipline procedures regarding scholastic dishonesty. Detailed information is available on the [UTD Judicial Affairs](#) web page. All students are expected to maintain a high level of responsibility with respect to academic honesty. Students who violate University rules on scholastic dishonesty are subject to disciplinary penalties, including the possibility of failure in the course and/or dismissal from the University. Since such dishonesty harms the individual, all students and the integrity of the University, policies on scholastic dishonesty will be strictly enforced.

C. Course Evaluation

As required by UTD academic regulations, every student must complete an evaluation for each enrolled course at the end of the semester. An online instructional assessment form will be made available for your confidential use. Please look for the course evaluation link on the course Home Page towards the end of the course.

D. University Policies

Student Conduct & Discipline

The University of Texas System and The University of Texas at Dallas have rules and regulations for the orderly and efficient conduct of their business. It is the responsibility of each student and each student organization to be knowledgeable about the rules and regulations which govern student conduct and

activities. General information on student conduct and discipline is contained in the UTD publication, *A to Z Guide*, which is provided to all registered students each academic year.

The University of Texas at Dallas administers student discipline within the procedures of recognized and established due process. Procedures are defined and described in the *Rules and Regulations, Board of Regents, The University of Texas System, Part 1, Chapter VI, Section 3*, and in Title V, Rules on Student Services and Activities of the university's *Handbook of Operating Procedures*. Copies of these rules and regulations are available to students in the Office of the Dean of Students, where staff members are available to assist students in interpreting the rules and regulations (SU 1.602, 972/883-6391).

A student at the university neither loses the rights nor escapes the responsibilities of citizenship. He or she is expected to obey federal, state, and local laws as well as the Regents' Rules, university regulations, and administrative rules. Students are subject to discipline for violating the standards of conduct whether such conduct takes place on or off campus, or whether civil or criminal penalties are also imposed for such conduct.

Academic Integrity

The faculty expects from its students a high level of responsibility and academic honesty. Because the value of an academic degree depends upon the absolute integrity of the work done by the student for that degree, it is imperative that a student demonstrate a high standard of individual honor in his or her scholastic work.

Scholastic dishonesty includes, but is not limited to, statements, acts or omissions related to applications for enrollment or the award of a degree, and/or the submission as one's own work or material that is not one's own. As a general rule, scholastic dishonesty involves one of the following acts: cheating, plagiarism, collusion and/or falsifying academic records. Students suspected of academic dishonesty are subject to disciplinary proceedings.

Plagiarism, especially from the web, from portions of papers for other classes, and from any other source is unacceptable and will be dealt with under the university's policy on plagiarism (see general catalog for details). This course will use the resources of turnitin.com, which searches the web for possible plagiarism and is over 90% effective.

Students in this course suspected of academic dishonesty are subject to disciplinary proceedings, and if found responsible, the following minimum sanctions will be applied:

1. Homework – Zero for the Assignment (cannot be replaced)
2. Written Assignments – Zero for the Assignment (cannot be replaced)
3. Quizzes – Zero for the Quiz (cannot be replaced)
4. Presentations – Zero for the Assignment (cannot be replaced)
5. Group Work – Zero for the Assignment (cannot be replaced)
6. Tests – F for the course

You are responsible to read all regulations at: <http://www.utdallas.edu/judicialaffairs/index.html>

Email Use

The University of Texas at Dallas recognizes the value and efficiency of communication between faculty/staff and students through electronic mail. At the same time, email raises some issues concerning security and the identity of each individual in an email exchange. The university encourages all official student email correspondence be sent only to a student's U.T. Dallas email address and that faculty and

staff consider email from students official only if it originates from a UTD student account. This allows the university to maintain a high degree of confidence in the identity of all individual corresponding and the security of the transmitted information. UTD furnishes each student with a free email account that is to be used in all communication with university personnel. The Department of Information Resources at U.T. Dallas provides a method for students to have their U.T. Dallas mail forwarded to other accounts.

Withdrawal from Class

The administration of this institution has set deadlines for withdrawal of any college-level courses. These dates and times are published in that semester's course catalog. Administration procedures must be followed. It is the student's responsibility to handle withdrawal requirements from any class. In other words, I cannot drop or withdraw any student. You must do the proper paperwork to ensure that you will not receive a final grade of "F" in a course if you choose not to attend the class once you are enrolled.

Student Grievance Procedures

Procedures for student grievances are found in Title V, Rules on Student Services and Activities, of the university's *Handbook of Operating Procedures*.

In attempting to resolve any student grievance regarding grades, evaluations, or other fulfillments of academic responsibility, it is the obligation of the student first to make a serious effort to resolve the matter with the instructor, supervisor, administrator, or committee with whom the grievance originates (hereafter called "the respondent"). Individual faculty members retain primary responsibility for assigning grades and evaluations. If the matter cannot be resolved at that level, the grievance must be submitted in writing to the respondent with a copy of the respondent's School Dean. If the matter is not resolved by the written response provided by the respondent, the student may submit a written appeal to the School Dean. If the grievance is not resolved by the School Dean's decision, the student may make a written appeal to the Dean of Graduate or Undergraduate Education, and the dean will appoint and convene an Academic Appeals Panel. The decision of the Academic Appeals Panel is final. The results of the academic appeals process will be distributed to all involved parties.

Copies of these rules and regulations are available to students in the Office of the Dean of Students, where staff members are available to assist students in interpreting the rules and regulations.

Incomplete Grade Policy

As per university policy, incomplete grades will be granted only for work unavoidably missed at the semester's end and only if 70% of the course work has been completed. An incomplete grade must be resolved within eight (8) weeks from the first day of the subsequent long semester. If the required work to complete the course and to remove the incomplete grade is not submitted by the specified deadline, the incomplete grade is changed automatically to a grade of F.

Disability Services

The goal of Disability Services is to provide students with disabilities educational opportunities equal to those of their non-disabled peers. Disability Services is located in room 1.610 in the Student Union. Office hours are Monday and Thursday, 8:30 a.m. to 6:30 p.m.; Tuesday and Wednesday, 8:30 a.m. to 7:30 p.m.; and Friday, 8:30 a.m. to 5:30 p.m.

The contact information for the Office of Disability Services is:
The University of Texas at Dallas, SU 22

PO Box 830688
Richardson, Texas 75083-0688
(972) 883-2098 (voice or TTY)

Essentially, the law requires that colleges and universities make those reasonable adjustments necessary to eliminate discrimination on the basis of disability. For example, it may be necessary to remove classroom prohibitions against tape recorders or animals (in the case of dog guides) for students who are blind. Occasionally an assignment requirement may be substituted (for example, a research paper versus an oral presentation for a student who is hearing impaired). Classes enrolled students with mobility impairments may have to be rescheduled in accessible facilities. The college or university may need to provide special services such as registration, note-taking, or mobility assistance.

It is the student's responsibility to notify his or her professors of the need for such an accommodation. Disability Services provides students with letters to present to faculty members to verify that the student has a disability and needs accommodations. Individuals requiring special accommodation should contact the professor after class or during office hours.

Religious Holy Days

The University of Texas at Dallas will excuse a student from class or other required activities for the travel to and observance of a religious holy day for a religion whose places of worship are exempt from property tax under Section 11.20, Tax Code, Texas Code Annotated.

The student is encouraged to notify the instructor or activity sponsor as soon as possible regarding the absence, preferably in advance of the assignment. The student, so excused, will be allowed to take the exam or complete the assignment within a reasonable time after the absence: a period equal to the length of the absence, up to a maximum of one week. A student who notifies the instructor and completes any missed exam or assignment may not be penalized for the absence. A student who fails to complete the exam or assignment within the prescribed period may receive a failing grade for that exam or assignment.

If a student or an instructor disagrees about the nature of the absence [i.e., for the purpose of observing a religious holy day] or if there is similar disagreement about whether the student has been given a reasonable time to complete any missed assignments or examinations, either the student or the instructor may request a ruling from the chief executive officer of the institution, or his or her designee. The chief executive officer or designee must take into account the legislative intent of TEC 51.911(b), and the student and instructor will abide by the decision of the chief executive officer or designee.

Off-Campus Instruction and Course Activities

Off-campus, out-of-state, and foreign instruction and activities are subject to state law and University policies and procedures regarding travel and risk-related activities. Information regarding these rules and regulations may be found at the website address given below. Additional information is available from the office of the school dean.

http://www.utdallas.edu/BusinessAffairs/Travel_Risk_Activities.htm

VII. ADDITIONAL RESOURCES

JSOM Career Management Center Resources (includes templates and schedules)

<http://jindal.utdallas.edu/career-management-center/student-resources/>

Business Communications Center

<http://jindal.utdallas.edu/student-resources/business-communication-center/>

Writing Lab

You are strongly encouraged to use the **SOM Writing Lab** located in **SOM 1.218**.

Visit <http://somwritinglab.utdallas.edu/> to make an appointment, find resources for business writing, and learn how to properly cite sources in your writing. You can also use the Writing Lab in the Basement of McDermott for assignments greater than 2 pages.

Comprehensive Job Search

- [*How to Land Your Dream Job: No Resume! And Other Secrets to Get You in the Door*](#) by Jeffrey J. Fox
- [*Shortcut Your Job Search: The Best Ways to Get Meetings*](#) by Kate Wendleton
- [*The Unplanned Career: How to Turn Curiosity into Opportunity: A Guide and Workbook*](#) by Kathleen Mitchell
- [*The Unwritten Rules of the Highly Effective Job Search: The Proven Program Used by the World's Leading Career Services Company*](#) by Orville Pierson
- [*Job Search: The Total System*](#) by Sheryl Dawson and Kenneth Dawson

Career Choice

- [*Callings: Finding and Following an Authentic Life*](#) by Gregg Michael Levoy
- [*Creating Careers with Confidence*](#) by Edward Colozzi
- [*Passion at Work: How to Find Work You Love and Live the Time of Your Life*](#) by Lawler Kang and Mark Albion
- [*Targeting a Great Career*](#) by Kate Wendleton
- [*The Pathfinder: How to Choose or Change Your Career for a Lifetime of Satisfaction and Success*](#) by Nicholas Lore
- [*What Should I Do with My Life?: The True Story of People Who Answered the Ultimate Question*](#) by Po Bronson
- [*StrengthsFinder 2.0*](#) by Tom Rath
- [*The Passion Test: The Effortless Path to Discovering Your Life Purpose*](#) by Janet Attwood and Chris Attwood
- [*The Element: How Finding Your Passion Changes Everything*](#) by Ken Robinson with Lou Aronica

Personal/Career branding

- [*Branding Yourself: How to Use Social Media to Invent or Reinvent Yourself*](#) by Erik Deckers and Kyle Lacy
- Partial list of books from <https://www.quintcareers.com/top-career-job-search-books/> (by Katharine Hansen, Ph.D) that you will find useful in developing your professional brand.

Resumes and Cover Letters

- [*15-Minute Cover Letter*](#) by Louise Kursmark and Michael Farr
- [*The Complete Idiot's Guide to the Perfect Resume*](#) by Susan Ireland

- [*The Elements of Resume Style: Essential Rules and Eye-Opening Advice for Writing Resumes and Cover Letters that Work*](#) by Scott Bennett
- [*Knock 'em Dead Resumes: Standout Advice from America's Leading Job Search Authority*](#) by Martin Yate

Interviewing

- [*Mastering the Job Interview and Winning the Money Game*](#) by Kate Wendleton

Networking

- [*Never Eat Alone: And Other Secrets to Success, One Relationship at a Time*](#) by Keith Ferrazzi and Tahl Raz
- [*Networking is a Contact Sport: How Staying Connected and Serving Others Will Help You Grow Your Business, Expand Your Influence -- or Even Land Your Next Job*](#) by Joe Sweeney with Mike Yorkey
- [*The Heart and Art of NetWeaving: Building Meaningful Relationships One Connection At a Time*](#) by Robert S. Littell
- [*Smart Networking: Attract a Following In Person and Online*](#) by Liz Lynch

Recessionary Job search

- [*Ground of Your Own Choosing: Winning Strategies for Finding & Creating Work*](#) by Beverly Ryle
- [*Knock 'em Dead -- Secrets and Strategies for Success in an Uncertain World*](#) by Martin Yate
- [*The Quick 30/30 Job Solution: Smart Job Search Tips for Surviving Today's New Economy*](#) by Ronald Krannich and Neil P. McNulty

Career Change

- [*The Professional Job Changing System -- For Professionals Seeking \\$50,000 to \\$1,000,000*](#) by Robert J. Gerberg
- [*Transitions: Making Sense of Life's Changes*](#) by William Bridges

Entry-Level Job Search

- [*Hitting Stryde: A Gen Y Career Survival Guide*](#) by Daneal Charney and David James Singh

On the Job/Career Sustainability and Advancement

- [*The Secret Handshake: Mastering the Politics of the Business Inner Circle*](#) by Kathleen Kelly Reardon Ph.D.
- [*Hacking Work: Breaking Stupid Rules for Smart Results*](#) by Bill Jensen and Josh Klein

Other

- [*Ambition Is Not a Dirty Word: A Woman's Guide to Earning Her Worth and Achieving Her Dreams*](#) by Debra Condron

- [*If You Have to Cry, Go Outside: And Other Things Your Mother Never Told You*](#) by Kelly Cutrone and Meredith Bryan
- [*Luck is No Accident: Making the Most of Happenstance in Your Life and Career*](#) by John D. Krumholtz and Al S. Levin
- [*Overcoming Barriers to Employment: A Step-by-Step Guide to Career Success*](#) by Ron and Caryl Krannich
- [*The Career Clinic: Eight Simple Rules for Finding Work You Love*](#) by Maureen Anderson
- [*Radical Careering: 100 Truths to Jumpstart Your Job, Your Career, and Your Life*](#) by Sally Hogshead
- [*Brag!: The Art of Tooting Your Own Horn without Blowing It*](#) by Peggy Klaus
- [*And What Do You Do?: 10 Steps to Creating a Portfolio Career*](#) by Barrie Hopson and Katie Ledger
- [*Over 40 & You're Hired!: Secrets to Landing a Great Job*](#) by Robin Ryan
- [*One Small Step Can Change Your Life: The Kaizen Way*](#) by Robert Maurer
- [*Linchpin: Are You Indispensable?*](#) by Seth Godin

Optional (highly recommended for international students to do 15 – 45 minutes a day for maximum results in this course):

Here's the link for Blumenthal: http://www.amazon.com/English-3200-Writing-Applications-Programmed/dp/015500865X/ref=pd_sim_14_2?ie=UTF8&dpID=415NGBASRXL&dpSrc=sims&preST=AC_UL160_SR111%2C160_&refRID=0HAVJJGCT62YM1V9MW73

Another cheaper option through Cengage (not sure if there's a minimum purchase):

http://www.cengage.com/search/productOverview.do?N=16+4294956603+4294958326&Ntk=P_EPI&Ntt=988140334268091409214525987380339307&Ntx=mode%2Bmatchallpartial