

## Course Syllabus

### ACCT 6388 – Accounting Communications

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

### Course Information

Course Number/Section **ACCT 6388**  
Course Title **Accounting Communications (All sections)**  
Term and Dates **Fall 2016, August 23, 2016 – December 7, 2016**

<b>Professor Contact Information</b>	<b>ACCT 6388-001, T/Th 11:30pm – 12:45pm – JSOM 2.103</b> <b>ACCT6388-002, Th 4:00pm – 6:45pm, JSOM 2.901</b> <b>ACCT6388-501, Th 7:00pm – 9:45pm, JSOM 2.901</b>
Professor	<b>Mary Beth Goodrich, CPA, CIA, CISA, SAP Certified Associate</b>
Office Phone	(972) 883-4775 (Voice Mail)
Other Phone	(214) 282-2156 (Urgent or time sensitive - text or call)
Email Address	<a href="mailto:goodrich@utdallas.edu">goodrich@utdallas.edu</a>
Best way to contact me	<a href="http://www.elearning.utdallas.edu">www.elearning.utdallas.edu</a> (messages or discussion postings)
Twitter	@GuoFuMeiCPA; @CPAknowsSPRO
Fax Number	(972) 883-6811
Office Location	JSOM 4.220
Office Hours	Tuesdays 10:00am – 11:00pm, Thursdays 2:30pm – 3:30pm and by appointment
Teaching Assistants	Luke Cotter, Kyle Dietrich, TBD
TA Office Location	Luke – JSOM 2.710 Kyle – TBD TBD - TBD
TA Office Hours	Luke - M-F 8-11am Kyle – TBD TBD - TBD

### 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.

### Course Goals

This course is designed to help you in your communication skills in a career in the accounting-field to include:

- 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

### Required Textbooks and Materials (Both Required)

**REQUIREMENT 1: MUST HAVE 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)

### Optional Books

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

**Optional (highly recommended for ESL 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=A\\_C\\_UL160\\_SR111%2C160\\_&refRID=0HAVJJGCT62YM1V9MW73](http://www.amazon.com/English-3200-Writing-Applications-Programmed/dp/015500865X/ref=pd_sim_14_2?ie=UTF8&dpID=415NGBASRXL&dpSrc=sims&preST=A_C_UL160_SR111%2C160_&refRID=0HAVJJGCT62YM1V9MW73)

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

## Assignments

Details for all assignments can be found in eLearning.

Assignment	Due Date	Points
Introductions / Elevator Speech / Bio / Selling Your Skills for the Team You Want to Work On (Discussion Board / In Class)	9/3	25
Resume (Assignments)	9/17	100
Client Engagement Letter and Bios to Client (Assignments)	9/24	50
Professional Development Plan (Assignments)	10/1	50
Accounting Research Memo (Related to Project) (Assignments)	10/8	100
Interview Assignment / Linked In / Business Card Challenge (Assignments)	10/22	50
In Class Participation Grade / Pop Quizzes / Miscellaneous	Various	50
Aplia Quizzes (every week – can work ahead) – <b>system will drop the lowest 3 scores (determined by % score)</b> or Recap test (whichever is higher)	Various / Recap - 11/3 or 11/4	100
Team In Class Chapter – Related Presentations / Icebreakers	Various	25
<b>Semester Presentation</b>	Various	100
<b>Final Project Dates:</b> Client Engagement Letter / Bios – 9/24 Project Plan due: 10/1 with Status 1 (all dates with client and closing meeting finalized) Status Updates due: Status 1- 10/1 Status 2 – 10/8 Status 3 – 10/15 Status 4 – 10/22 Status 5 / Feedback document (draft of project) – 10/29 Status 6 – 11/5 Status 7 – 11/12 Status 8 – 11/19 Closing Meetings – Should be conducted 11/19 – 12/4 Transmittal Letter / Project Deliverable / Appendix with Client Engagement Letter, Bios, Final Project Plan / Status Updates, Closing Meeting Agenda and All meeting minutes (Assignments) - 12/5 Client Evaluation Sent to Client by Lucretia end of November / Early December (due 12/8)	Feedback document due: <b>10/29</b>  Final Project due: <b>12/5</b>	200
Teaming Evaluation (Form Completion / Weighting) – forced ranking for the entire team except you. (Assignments)	12/7	50
Client Evaluation (Sent to Client by Lucretia Ensminger)	Client-completed	100
<b>TOTAL POINTS</b>		<b>1000</b>

<b>Scaled Score (out of 1000 points)</b>	<b>Letter Equivalent</b>
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

### **Accessing Grades**

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

### **Late or incomplete work will not be accepted.**

### **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.

### **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.

### **Details on all assignments will be shared in eLearning.**

For more information that is relevant to this course, please consult UTD's [Policies and Procedures](#) website.

## Academic Calendar TOPICS AND SCHEDULE

Week	Module	Topics / Class Activities (Read / prepare before class)	Actions
<b>1 – 001</b> - 8/23 & 8/25  <b>002 &amp; 501</b> - 8/25  <b>502</b> - 8/26	<b>01</b>	<ul style="list-style-type: none"> <li>Review Syllabus / Introductions</li> <li>Chapter 1 – Career Success Begins with Communication Skills</li> <li>Know Thyself</li> <li>Chapter 13 – The Job Search, Resumes, and Cover Letters</li> <li>Chapter 14 – Interviewing and Follow-up</li> <li>Social media – Do you need a “social makeover”?</li> </ul>	Prepare for In-Class Introductions / Elevator Speeches
<b>2 – 001</b> - 8/30 & 9/1  <b>002 &amp; 501</b> - 9/1  <b>502</b> - 9/2	<b>01 (cont.)</b>	<ul style="list-style-type: none"> <li>Grammar Tutorial (Aplia)</li> <li>Writing Tutorial (Aplia) (only have access to this content in Aplia – not in the book)</li> <li>001 – 8/30 – Companies will visit class and share about their projects (research and come with questions)</li> <li>9/1 &amp; 9/2 – BCC / WC will come to share about their resources and sessions</li> <li>Sell Yourself (On-Line) For The Team You Most Want to Be In</li> <li><b>BCC COMES IN ON RESUMES</b></li> </ul>	Post Introduction / complete in class / online Elevator Speech (details on requirements will be posted in Announcements) by <b>9/3</b> <b>9/1 or 9/2 Bring resumes (hard copy) to class</b> <b>Meeting with Clients</b> <b>001 8/30</b>
<b>3 – 001</b> - 9/6 & 9/8  <b>002 &amp; 501</b> - 9/8  <b>502</b> - 9/9	<b>02</b>	<ul style="list-style-type: none"> <li>Companies will visit class and share about their projects (research and come with questions)</li> <li>Chapter 2 – Planning Business Messages</li> <li>Chapter 3 – Composing Business Messages</li> <li>Finalize Teams</li> </ul>	<b>Meeting with Clients</b> <b>002, 501 9/8;</b>
<b>4 – 001</b> - 9/13 & 9/15  <b>002 &amp; 501</b> - 9/15  <b>502</b> - 9/16	<b>03</b>	<ul style="list-style-type: none"> <li>Chapter 4 – Revising Business Messages</li> <li>Chapter 5 – Electronic Messages / Digital Media / Electronic Messages and Memorandums</li> </ul>	Resume Assignment due <b>9/17</b> Chapter 1, 13 and 14 Aplia Homework due <b>9/17</b>
<b>5 – 001</b> - 9/20 & 9/22 <b>002 &amp; 501</b> - 9/22 <b>502</b> -	<b>04</b>	<ul style="list-style-type: none"> <li>Chapter 6 – Positive Messages</li> <li>Chapter 8 – Persuasive and Sales Messages / Persuasive Messages</li> </ul>	Client Engagement Letter and Bios due <b>9/24</b> Grammar Tutorial (Aplia)

9/23			Writing Tutorial (Aplia) 9/25
6 – 001 – 9/27 & 9/29  002 & 501 - 9/29  502 - 9/30	05  06	<ul style="list-style-type: none"> <li>Chapter 7 – Bad News Messages / Negative Messages</li> <li>Accounting Careers</li> <li>The Language of Accounting</li> </ul>	Professional Development Plan 10/1 Chapters 2 and 3 Aplia Homework due 10/1 Client Status 1 due 10/1
7 – 001 – 10/4 & 10/6  002 & 501 - 10/6  502 - 10/7	07	<ul style="list-style-type: none"> <li>Chapter 9 – Informal Reports</li> </ul>	Client Status 2 due 10/8 Accounting Research Memo due 10/8 Chapters 4 and 5 Aplia Homework due 10/8
8 – 001 – 10/11 & 10/13  002 & 501 - 10/13  502 - 10/14	08	<ul style="list-style-type: none"> <li>Chapter 10 – Proposals and Formal Reports</li> </ul>	Client Status 3 due 10/15 Chapters 6 and 8 Aplia Homework due 10/15
9 – 001 – 10/18 & 10/20  002 & 501 - 10/20  502 - 10/21	08	<ul style="list-style-type: none"> <li>Chapter 11 – Business Etiquette, Ethics, Teamwork and Mentoring / Professionalism at Work</li> </ul>	Client Status 4 due 10/22 Chapters 7 and 9 Aplia Homework due 10/22 Interview Assignment 10/22
10 – 001 – 10/25 & 10/27  002 & 501 - 10/27  502 - 10/28	09	<ul style="list-style-type: none"> <li>Guest Speaker (possible) on Effective Presentations</li> <li>Chapter 12 – Business Presentations</li> </ul>	Client Status 5 due 10/29 Free Feedback Project Submission Due (Optional) 10/29 Chapters 10 and 11 Aplia Homework due 10/29
11 – 001 – 11/1 & 11/3  002 & 501 -	10	<ul style="list-style-type: none"> <li>Presentations Practice / In Class Mentoring</li> </ul>	Client Status 6 due 11/5 Recap Test 001, 002, 501 - 11/3

11/3 502 - 11/4			
12 – 001 – 11/8 & 11/10  002 & 501 - 11/10  502 - 11/11		<ul style="list-style-type: none"> <li>• Presentations Practice / In Class Mentoring</li> </ul>	Client Status 7 due <b>11/12</b>
13 – 001 – 11/15 & 11/17 002 & 501 - 11/17  502 - 11/18		<ul style="list-style-type: none"> <li>• <b>Mandatory Classes</b></li> <li>• Final Presentations in class</li> <li>• Closing Meetings with Clients (invite TA / Professor)</li> <li>• <b>Final Presentations Due (On-Line) = What you did / what you learned!</b></li> <li>• Start having client closing meetings</li> </ul>	Client Status 8 due <b>11/19</b> Final Project Presentations due in discussions <b>11/19 (for all teams this week)</b>
14 – 001 – 11/22 & 11/24 002 & 501 - 11/24 502 - 11/25		<ul style="list-style-type: none"> <li>• Thanksgiving</li> <li>• Can have client closing meetings</li> </ul>	No Class / No Status Update Due
15 – 001 – 11/29 & 12/1 002 & 501 - 12/1  502 - 12/2		<ul style="list-style-type: none"> <li>• <b>Mandatory Classes</b></li> <li>• Final Presentations in class</li> <li>• Closing Meetings with Clients (invite TA / Professor)</li> <li>• <b>Final Presentations Due (On-Line) = What you did / what you learned!</b></li> <li>• Client closing meetings</li> </ul>	Final Project Presentations due in discussions <b>12/3 (for all teams this week)</b> All Closing Meetings with Client due <b>12/3</b>
16 – no class		<ul style="list-style-type: none"> <li>• <b>Final Project Wrap Up / Submission (notice dates are not a Saturday)</b></li> </ul>	Transmittal Letter / Project Deliverable / Project Plan / Client Status Updates due <b>12/5</b> Teaming Evaluation Forms due <b>12/6</b>

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

## 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.

## 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.

## 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 – Automatic F for the course

**AND**

**THE COURSE CANNOT BE DROPPED IF YOU HAVE BEEN SHOWN TO HAVE BEEN ACADEMICALLY DISHONEST. ALSO, THE BEST GRADE YOU CAN MAKE IS A C IN THE COURSE. IF YOU EARN AN A OR B, WITH THE GRADE GIVEN ABOVE, IN THE COURSE, YOU WILL RECEIVE A C. IF YOUR GRADE IS LOWER, YOU WILL RECEIVE AN F.**

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](http://www.utdallas.edu/BusinessAffairs/Travel_Risk_Activities.htm))