

The University of Texas at Tyler
Soules College of Business
Department of Accounting, Finance and Business Law

COURSE NUMBER	ACCT 3170.001
COURSE TITLE	Build and Manage a Successful Career in Accounting
COURSE MEETINGS	Tuesday, 6:00pm – 7:20pm
INSTRUCTOR(S)	Roger Lirely, DBA, Professor of Accounting
EMAIL ADDRESS	rlirely@uttyler.edu (Preferred method is email or Canvas) I will make every attempt to answer emails within 24 hours (48 hours if received between 5:00 p.m. Friday and 8:00 a.m. Monday).
OFFICE HOURS:	11:00am – 12:30pm Thursday F2F; 8:00-9:30 Tuesday via Zoom. Other times by appointment only. COVID-19 protocols are mandatory during F2F office hours.

COURSE DESCRIPTION

Develop job search, networking, and career management skills relevant to accounting professionals. Topics will include business etiquette, interviewing, career management, personality assessment, professionalism and professional certifications.

REQUIRED MATERIALS



A New Brand You® - Professional Branding Workbook, Edition V.6.1, Gail Johnson, MBA & Kelley Gerwig, ISBN: 978-1-312-99360-0 Copyright 2015 by Solving Business Problems Creatively, LLC, Edition V 6.1: October 2016 published by Lulu.com.

RECOMMENDED RESOURCES

[UT Tyler Writing Center](#) – If you wish, you can make an appointment for pre-submission feedback
[Purdue University Online Writing Lab](#) – APA and MLA citation styles (for scholarly papers other than legal and tax) as well as writing assistance

COURSE LEARNING OBJECTIVES: Students will be able to

- Prepare a professional resume and cover letter.
- Assess their primary personality traits, identify the personality traits of others and develop strategies to work with, lead and influence others with similar or dissimilar personalities.
- Develop appropriate interviewing skills, behaviors and appearance.
- Develop appropriate networking skills, behaviors and appearance.
- Plan a successful academic and professional career, including campus and professional engagement, job search, and preparation for certification and graduate school.

GRADING POLICY

All assignments are graded Credit or No Credit. To pass the course, all assignments must be graded Credit.

ATTENDANCE POLICY

Although this is an online class, we will have a few required Zoom meetings. Attendance at these is expected and required with the sole excused absences being those in accordance with University policy (see VII below). To avoid a grade of "Incomplete," students must make arrangements with the instructor to make up any missed work.

UT TYLER POLICIES

UT **Tyler** policies regarding matters such as disability access, University-approved absences, student rights and responsibilities and other important policy information can be found at:

<http://www.uttyler.edu/academicaffairs/files/syllabuspolicy.pdf>

COVERED/TENTATIVE COURSE SCHEDULE:

The schedule is subject to revision during the semester by the instructor as classroom schedule/circumstances warrant.

CANVAS Module	Session Topic Bring your laptop to <u>all</u> class sessions	Homework – all homework must be completed prior to class. Assignments – Go to Assignment tabs in Canvas to upload each assignment.
<p><i>Introduction to Individual Professional Branding - Uncover It</i></p> <p>Tuesday, Jan 12th</p>	<p><i>Uncover It - Step 1</i> of the 4 Step Professional Branding Process: How to uncover your value words</p>	<p>Homework</p> <ul style="list-style-type: none"> • Read pps 4-23 in A New Brand You[®] <u>V6.1 (ANBY)</u> • Complete Exercise 1 (pg. 22 in <i>ANBY V6.1</i>) – <i>Mini Meyers Briggs Personality Type Indicator</i>, by checking your M/B indicator in each category. <p>If you did not take, or cannot remember your M/B Indicators, retake the test at: Meyers/Briggs Assessment Test http://www.humanmetrics.com/#Jung%20Briggs%20Myers%20Types DISC Assessment Test</p>
<p><i>Professional Branding - Communicate It</i></p> <p>Tuesday, Jan 19th</p>	<p><i>Expand It & Prove It Steps 2 and 3</i> of the Four-Step Professional Branding Process: How to expand each value statement and give a S.T.A.R. example that proves you own</p>	<p>Homework</p> <ul style="list-style-type: none"> • Read pps 24-31 in “A New Brand You V. 6.1”

<p>CANVAS Module</p>	<p>Session Topic Bring your laptop to all class sessions</p>	<p>Homework – all homework must be completed prior to class.</p> <p>Assignments – Go to Assignment tabs in Canvas to upload each assignment.</p>
<p><i>Professional Branding - Have a Bit of Fun Uncovering More Value Words</i></p> <p>Tuesday, Jan 26th</p>	<p><i>Have a Bit of Fun Uncovering More Value Words – Exercise 4</i></p>	<p>Homework</p> <ul style="list-style-type: none"> • Complete Exercise 4 questionnaire, pgs. 34-41 in <i>ANBY V 6.1</i>. Bring a ‘digital’ copy to class on your laptop. <p>Assignment One, upload to CANVAS: Assignment One requirements can be found in “Writing Assignments” section of this syllabus. In addition students can go to the Uncover It Module in Canvas to view an Assignment 1/Exercise 1 completed student example.</p>
<p><i>Professional Branding - Communicate It</i></p> <p>Tuesday, Feb 2nd</p>	<p>Communicate It - Step 4 of the 4 Step Professional Branding Process:</p> <ul style="list-style-type: none"> • Exercise 5 – <i>Creating Your Showcase Value Statement</i> • Exercise 6 – <i>How to generate an Elevator Speech and Tell Me About Yourself Response to reflect your professional brand when networking and interviewing</i> 	<p>Homework</p> <p>Read pps 42-51 in “A New Brand You V. 6.1”</p>
<p><i>Presenting your Professional Brand in Writing – Road Trip</i></p> <p>Tuesday, Feb. 9th</p>	<p>Resume</p> <p>3 resume templates are provided in CANVAS. If you are an accounting major, there is only 1 option for you.</p> <p>-----</p> <p>Your Career Job Description</p>	<p>Homework</p> <ul style="list-style-type: none"> • Read pps 52-55 in <i>ANBY V. 6.1</i> • Bring a digital copy of your resume created in one of the formats provided on CANVAS. • Bring a hard copy or digital copy of a job description for your targeted career position (see instructor if you need help) <p>Assignment Two, upload to CANVAS:</p> <ol style="list-style-type: none"> 1. <u>Complete Exercise 4 - Uncovering More Values</u>. Assignment Two instructions are detailed in the “Assignment Two Writing Assignments” section of this syllabus. In addition, you can go to the “Expand It & Prove It” tab under the PROFESSIONAL BRANDING header in CANVAS for a Completed Assignment Two student example. 2. <u>Complete Exercise 5 – Creating Your Showcase Value Statement</u> (pg. 44 in ANBY)

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<p><i>Presenting your Professional Brand in Writing – Road Trip</i></p> <p>Tuesday, Feb 16th</p>	<p>Cover Letter & References</p> <p>We will be preparing your cover letter in class, so bring your laptop.</p> <p>A cover letter and references template are provided on CANVAS</p>	<ul style="list-style-type: none"> • Read pps 56-57 in <i>ANBY V. 6.1</i> • Bring the final digital copy of your resume, a job description, and the contact information (name, title, company name and title of the company you will be addressing your cover letter to). <p>Flipgrid Assignment Three (part 1 of 2) - Flipgrid Elevator Speech. Video tape your Elevator Speech on Flipgrid; ask your partner to view and comment within the Flipgrid app.</p>
<p><i>Communicating your Professional Brand using Social Media</i></p> <p>Tuesday, Feb 23rd</p>	<p>LinkedIn Profile</p> <p>We will be creating/enhancing your LinkedIn Profile, so bring your laptop to class.</p>	<p>Read pps 60-69 in <i>ANBY V. 6.1</i></p> <p>Assignment Four - upload to CANVAS: Completed resume, cover letter and references.</p>
<p><i>Successfully Interviewing With Your Professional Brand</i></p> <p>Tuesday, Mar 2nd</p>	<p>Dress for Success Interviewing Skills</p>	<p>Read pps 58-59 in <i>ANBY V. 6.1</i></p> <p>Assignment Five – Complete LinkedIn profile and invite instructor to connect. Next copy and paste your ‘shortened’ LinkedIn URL to Canvas under the LinkedIn Assignment tab.</p>
<p>Spring Break Mar 8th – 12th</p>		
<p><i>Successfully Interviewing with Your Professional Brand</i></p> <p>Tuesday, Mar 16th</p>	<p>Group One – Professional Dress Group Interview with the Instructor</p>	<p>Assignment Six – Group 1 - Practice Dress Group Interviews:</p> <p>Group 2 – Flipgrid Assignment Three (part of 2) – Video tape your Behavior Based Questions (BBQ) on the day you are not participating</p>
<p><i>Successfully Interviewing With Your Professional Brand</i></p> <p>Tuesday, Mar 23rd</p>	<p>Group Two – Professional Dress Group Interview with the Instructor</p>	<p>Assignment Six – Group 2: Practice Dress Group Interviews:</p> <p>Group 1 - Flipgrid Assignment Three (part of 2) - Video tape your Behavior Based Questions (BBQ) on the day you are not participating</p>

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Mar 30	To be announced	
Apr 6	To be announced	
<i>Presenting Your Professional Brand Non-Verbally</i> Tuesday, April 13th	Business/Dining Etiquette <i>Potpourri House Restaurant</i> 3320 Troup Hwy #300, Tyler, TX (903) 592-4171 potpourrihouse.com	Homework Bring your appetite; dress is business casual as professionals will be in attendance.
<i>Communicating your Professional Brand Orally</i> Friday, April 23rd Soules COB	Mandatory Mock Team Soules College of Business 10:30 am to 11:30 am– Sign in & Head Shots 11:30 am to 11:50 am – Networking 11:50 am to Noon – Welcome/Breakout Sessions Noon to 12:50 pm – Mock Interviewing 12:50 pm to 1:00 pm – Wrap Up	Assignment Seven: No upload required to Canvas. This is an ‘in person’ assignment. Students who fail to attend, arrive late, or are not dressed in a business suit, will not be allowed to participate and will receive an Incomplete or No Credit for the course.
Apr 27	To be announced	

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Important Dates:

January 25—Final date for registrations and schedule changes

March 29—Last day to withdraw