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   Tuesdays, 8:00 a.m. – 9:20 a.m.
INSTRUCTOR(S)     Roger Lirely, DBA
EMAIL ADDRESS     rlimley@uttyler.edu
OFFICE PHONE      903.565.5762
OFFICE HOURS      Mondays, 4:00 – 5:00
OFFICE LOCATION   COB 312.02

I. 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.

II. REQUIRED MATERIALS
(Important note: MS Word templates have been provided in the Professional Branding Module in Canvas for the exercises included in the A New Brand You V6.1 Workbook®. The A New Brand You V6.1 Workbook® exercise templates are the copyright of Solving Business Problems Creatively, LLC. The templates have been provided for students who have purchased the copyrighted workbook.)

III. 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

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

VI. ATTENDANCE POLICY
Attendance 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.

VII. 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.utttyler.edu/academicaffairs/files/syllabuspolicy.pdf

VIII. COURSE SCHEDULE

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<th>Topic</th>
<th>Activities</th>
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| 8/28 | Introduction and Getting to Know Yourself | • Networking icebreaker  
  • VARK  
  • DISC |
| 9/4  | Uncover It - Step 1 of the “4 Step Professional Branding Process”: How to uncover your value words  
  Expand It & Prove It tab  
  Steps 2 and 3 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 each value. | • Read pps 4-31 in A New Brand You® V6.1 (ANBY)  
  • Complete Exercise 1 (pg. 22 in ANBY V6.1) – Mini Myers Briggs Personality Type Indicator, by checking your M/B indicator in each category.  
  If you did not take, or cannot remember your M/B Indicators, retake the test at: http://www.humanmetrics.com/#Jung%20Briggs%20Myers%20Types |
### Professional Branding - Communicate It

**Tuesday, Sept. 11th**

**Communicate It - Step 4 of the 4 Step Professional Branding Process:**

- **Exercise 4 – Have a Bit of Fun Uncovering More Value Words**

**Homework**

Read pps 32-41 in “A New Brand You V. 6.1”

- **Answer all questions in Exercise 4 – Have a Bit of Fun Uncovering More Value Words. Bring a ‘digital’ copy on your laptop to class.**

Assignment One, upload to CANVAS:

- Complete Ex. 1 from *A New Brand You Workbook*. Next, select one of the values you highlighted under one of your M/B Indicators. Expand the value into a ‘value statement’ as directed in Ex. 2 from ANBY Workbook. Finally provide an associated ‘prove it’ example using the S.T.A.R. method. Insert the expanded value and example under the “Meyers/Briggs Indicator” where you uncovered the initial value to complete your Assignment One.

Go to the “Uncover It” tab under the PROFESSIONAL BRANDING header in CANVAS to view a Completed Assignment One student example.

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<tr>
<th>Date</th>
<th>Topic</th>
<th>Notes</th>
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<tr>
<td>9/18</td>
<td>Professional attire and grooming</td>
<td>Guest speaker</td>
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<tr>
<td>9/25</td>
<td>Networking 101</td>
<td>Elevator speech discussions and feedback</td>
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<tr>
<td>10/2</td>
<td>Success in your academic career</td>
<td>Guest speakers from BAP, Accounting Society, Career Success and the i-MAcc</td>
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<tr>
<td>10/9</td>
<td>Paths to career success</td>
<td>Guest speakers will discuss CPA exam requirements, the letter of intent</td>
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<td>10/16</td>
<td>Professional certifications</td>
<td>Group presentations on the CPA, CMA, CIA, EA, CISA and CFE certifications</td>
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**Communicating your Professional Brand Orally**

**Friday, Nov. 2nd**

**Mandatory Mock Team Interviews – Ornelas Center**

- 11:00 am to 11:30 am – Sign in & Head Shots
- 11:30 am to 11:45 am – Networking
- 11:45 am to 11:55 am – Greet & Intro
- 11:55 am to 12:40 pm – Mock Interviewing
- 12:40 pm – 12:45 pm -YSOB K-12 Cert. Pres.
- 12:45 pm to 1:00 pm – Q & A

**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.

**Presenting Your Professional Brand Non-Verbally**

**Tuesday, Nov 13th**

**Business/Dining Etiquette**

*Potpourri House Restaurant*

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.