# THE UNIVERSITY OF TEXAS AT TYLER

**COLLEGE OF BUSINESS ADMINISTRATION**

**SPRING 2020**

**COURSE NUMBER:** **ACCT 3170.001**

**COURSE TITLE:** **BUILD AND MANAGE A SUCCESSFUL ACCOUNTING CAREER**

**INSTRUCTOR:** **Roger Lirely, DBA**

**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.: <http://uttyler.cmsiq.com/2019-2020/Catalog/Courses/ACCT-Accounting/3000/ACCT-3170>

**PREREQUISITE:** Co-requisite, ACCT 3311 Intermediate Accounting I.

**REQUIRED TEXT:** Both books are [available for purchase at the [UT Tyler Barnes & Noble Bookstore](https://uttyler.bncollege.com/webapp/wcs/stores/servlet/BNCBHomePage?storeId=65060&catalogId=10001&langId=-1)](https://uttyler.bncollege.com/webapp/wcs/stores/servlet/BNCBHomePage?storeId=65060&catalogId=10001&langId=-1)

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***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.

**Also available as an e-book through the publisher at lulu.com: ISBN#:** 9781387456727

(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.)

**REFERENCE TEXT:** Your ACCT 3170 text, *Essentials of* *Business Communications*, by Mary Ellen Guffey, 10th Edition, will be referenced in this course for alternative resume style examples.

**CLASS MEETING: Tuesdays 6:00 PM- 7:20 PM**

**CLASSROOM:** **COB 207**

**OFFICE: COB 350.09**

**TELEPHONE: (903) 565-5762**

**OFFICE HOURS: Tues: 9:30 AM-11:00 AM; 4:30 PM-5:30 PM**

**EMAIL: rlirely@uttyler.edu**

Emails will be answered within 24 hours Monday – Thursday.

*To protect the privacy of students, the University requires that all e-mail communication with students be conducted through the University’s Patriot e-mail system. It is the responsibility of the student to regularly check their Patriot e-mail address.*

**LINKEDIN** [linkedin.com/in/roger-lirely-88397226](http://www.linkedin.com/in/roger-lirely-88397226)

**TWITTER** The instructor uses Twitter to immediately tweet out internships and/or part-time and full-time job opportunities to students; as well as relevant career management information:

**@LirelyRoger**

**COURSE OBJECTIVES:**

* Develop and define your authentic “Professional Brand” values to standout in an increasingly competitive job market. Clearly and concisely communicate: *Who you are, What you do & Why You are Professionally Memorable.*
* Apply research, planning and goal setting techniques to obtain the right career for you.
* Understand and demonstrate how to present your Professional Brand effectively in writing, and social media focusing on:
  + - * + Development of your professional career resume; cover letter and references, and
        + Creation of a professional social media networking presence on LinkedIn.
* Prepare for and practice your interviewing skills (focused on Behavior Based Questioning) for entry into the job market, career advancement, or acceptance into graduate school.
* Apply proper business and dining etiquette skills to positively reflect your professional brand.
* Plan a successful academic and professional career, including campus and professional engagement, preparation for certification and graduate school

**TEACHING METHOD:**

* ACCT 3170 is an interactive/workshop class format.Students are expected to come to class prepared, and bring the required textbook, homework assignment, and a laptop to accommodate in-class workshop activities.
* **Mandatory** meetings, interviews, group activities:
  + Students are required to **make and complete a 30 minute appointment** to meet with the instructor**,** in office. The purpose of this appointment is to review and enhance student’s professional brand values, and ensure those values are reflected into his/her resume and cover letter.
* **Mandatory** Mock Team Interviews with Business Professionals.
  + - Students must come dressed for success in business suits; no exceptions.
    - Bring his/her final portfolio.
    - During the interview, the student must present himself/herself as an ideal candidate for a target position and demonstrate the ability to answer challenging behavioral-based questions reflecting his/her professional brand values with confidence, using memorable and engaging examples.
    - **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.**

**EVALUATION –** Class is **“CREDIT (CR) / NO CREDIT (NC)” -** All assignments are graded, credit (1) or no credit (0). In order to pass the course you must receive a “CR (credit)” on all written and speaking assignments. CR/NC grades will be posted on instructor’s UT Canvas site (noted by 🗸). Students have up to one week after grade is posted to notify instructor of any errors. Details are provided in the “feedback to user” area.

**ATTENDANCE POLICY -**

ACCT 3170 is a workshop style class that requires students to bring their laptop and be ready to work on the video and workbook content included in each module. Students that are late or absent will fall behind and risk receiving a No Credit or Incomplete for the course. Students who miss two class periods will be immediately evaluated by the instructor as to whether they will be able to continue in the course.

**ASSIGNMENTS:** This course will use the following assignments to demonstrate and measure techniques associated with effective career development, management, and job search strategies. Assignments are detailed in the: *Covered/Tentative Course Schedule* section at the end of the syllabus.

**Writing Assignments – written work should reflect your individual brand value as a professional**:

Where noted, written assignments are to be **c**ompleted, and uploaded to Canvas, on the due date listed in the syllabus.

**Assignment One**:

* Complete Example 1 from *A New Brand You Workbook*. Next, select one of the values you highlighted under one of your Myers Briggs Indicators. Expand the value into a ‘value statement’ as directed in Example 2 from *A New Brand You Workbook*. Finally provide an associated ‘prove it’ example using the Situation/Task/Action/Result (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.**

**Assignment Two (2 steps):**

**Step 1**: Complete Exercise 4 - *Uncovering More Values*, by answering all the questions in that exercise. Next, go back through the questionnaire and highlight potential value words that you would like to expand. Finally, select “9” of those highlighted values and expand each one into a value statement with a supporting S.T.A.R. example.

** Go to “Expand It & Prove It” tab under PROFESSIONAL BRANDING header in CANVAS for a Completed Assignment Two student example.**

**Step 2**: Complete Exercise 5 – *Creating Your Showcase Value Statement*.

**Flipgrid Assignment Three:**

* Video tape your *Elevator Speech via Flipgrid*; ask your partner to view and comment within the Flipgrid app.

**Assignment Four:**

* Resume, Cover Letter and Reference List. Upload each document separately to the appropriate assignment link in CANVAS.

**Assignment Five:**

* Complete LinkedIn Profile: Each student will incorporate professional social media networking by creating a LinkedIn profile. And send a “connection request” to the instructor.

**Assignment Six (written):**

* Completed Final Portfolio, includes the following:
  + Assignment One (completed Ex. 1)
  + Assignment Two (completed Ex. 4)
  + Assignment Three – Elevator Speech (written)
  + Assignment Four - Final Resume\*, Cover Letter\*, References\* placed in attractive pocket folder.

\* Printed out on resume paper

Hand in your Final Portfolio at your Professional Practice Dress Group Interview with Instructor

**Speaking Assignments – orally presented work should reflect your professional brand**:

Each presentation will reflect the student’s individual brand value and will be evaluated on content and delivery during participation in:

**Assignment Six (Oral):**

Professional Practice Dress Group Interview with the Instructor. (Note, there is an excellent chance that business professionals will be in attendance). Your Final Portfolio must be handed into the instructor at the end of your ‘assigned group’ practice interviews.

**Assignment Seven (Oral):**

* Mandatory Mock Team Interview with Business Professionals

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.

**Assignment Eight (Oral)**

* Students are required to make and complete a 30 minute appointment to meet with the instructor, in office. The purpose of this appointment is to review and enhance student’s professional brand values, and ensure those values are reflected into his/her resume and cover letter.

UT Canvas System: All lecture materials, assignment handouts, and grades will be posted on the instructor’s UT Canvas site.

**WITHDRAW DATE:** March 30, 2020

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**Covered/Tentative Course Schedule:**

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

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| **CANVAS Module** | **Session Topic**  Bring your laptop to all class sessions | **Homework –** all homework must be completed prior to class. |
| ***Introduction to Individual Professional Branding - Uncover It***  **Tuesday, January 14** | **Bring a copy of each of the required texts listed in the syllabus – instructor will conduct a ‘book check’**  **Complete** Start Smart Survey  **Complete** Pre-class Survey  **-------------------------------------------**  **Review Course Syllabus**  -------------------------------------------  ***Uncover It*** - **Step 1** of the 4 Step Professional Branding Process: How to uncover your value words | **Homework**   * Read the syllabus * View the Professional Branding Overview video on CANVAS. * Read pps 4-23 in A New Brand You© V6.1 (ANBY) * Complete Exercise 1 (pg. 22 in *ANBY V6.1*) – *Mini Meyers 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 for free at:  <http://www.humanmetrics.com/#Jung%20Briggs%20Myers%20Types> |
| ***Professional Branding - Expand It & Prove It***!  **Tuesday, Jan 21** | ***Expand It & Prove It***  **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 – *Exercise 3 Prove It* | **Homework**   * Read pps 24-31 in “A New Brand You V. 6.1” |
| ***Professional Branding - Have a Bit of Fun Uncovering More Value Words***  **Tuesday, Jan 28** | ***Have a Bit of Fun Uncovering More Value Words –* Exercise 4** | **Homework**   * Complete Exercise 4 questionnaire, pgs. 34-41 in *ANBY V 6.1.* Bring a ‘digital’ copy to class on your laptop.   **Assignment One,** upload to CANVAS:   * Complete Ex. 1 from *A New Brand You Workbook*. Select one of your values from your M/B Indicators. Expand the value into a ‘value statement’ as directed in Ex. 2 from *ANBY Workbook*. Provide a 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’.** |
| ***CANVAS Module*** | ***Session Topic***  ***Bring your laptop to all class sessions*** | **Homework – all homework must be completed prior to class.** |
| ***Professional Branding - Communicate It***  **Tuesday, Feb. 4** | **Communicate It**- **Step 4 of the *4 Step Professional Branding*** *Process*:   * Exercise 5 – *Creating Your Showcase Value Statement* * Exercise 6 – *How to generate an* ***Elevator Speech*** *and* ***Tell Me About Yourself Response*** *to reflect your professional brand when networking and interviewing* | **Homework**  Read pps 42-51 in “A New Brand You V. 6.1” |
| ***Presenting your Professional Brand in Writing – Road Trip!***  **Tuesday, Feb 11** | **Resume**  3 resume templates are provided in CANVAS under the associated RESUME tab. If you are an accounting major, there is only 1 option for you.  ---------------------------------------  Your Career Job Description | **Homework**   * Read pps 52-55 in *ANBY V. 6.1* * 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)   **Assignment Two,** upload to CANVAS:  1. Complete Exercise 4 - *Uncovering More Values*, by answering all the questions in that exercise. Next, go back through the questionnaire and highlight potential value words that you would like to expand. Finally, select “9” of those highlighted values and expand each one into a value statement with a supporting S.T.A.R. example.  Go to the “Expand It & Prove It” tab under the PROFESSIONAL BRANDING header in CANVAS for a Completed Assignment Two student example.  2. Complete Exercise 5 – *Creating Your Showcase Value Statement*. |

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| ***CANVAS Module*** | ***Session Topic***  ***Bring your laptop to all class sessions*** | **Homework – all homework must be completed prior to class.** |
| ***Presenting your Professional Brand in Writing – Road Trip!***  **Tuesday, Feb. 18** | **Cover Letter & References**  We will be preparing your cover letter in class, so bring your laptop.  A cover letter and references template are provided on CANVAS under the associated RESUME tab. | * Read pps 56-57 in *ANBY V. 6.1* * 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).   **Assignment Three -** Flipgrid Elevator Speech. Video tape your Elevator Speech on Flipgrid; ask your partner to view and comment within the Flipgrid app. |
| ***Communicating your Professional Brand using Social Media***  **Tuesday, Feb. 25** | **LinkedIn Profile**  We will be creating/enhancing your LinkedIn Profile, so bring your laptop to class. | * Read pps 60-69 in *ANBY V. 6.1*   **Assignment Four,** upload to CANVAS:  Completed resume, cover letter and references. |
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| ***Successfully Interviewing With Your Professional Brand***  **Tuesday, Mar. 3** | **Interviewing Skills and**  **Dress for Success** | * Read pps 58-59 in *ANBY V. 6.1*   **Assignment Five–** Complete LinkedIn profile and invite instructor to connect |
| ***March 9-14***  ***Spring Break*** | Spring break for faculty and students |  |
| ***Successfully Interviewing With Your Professional Brand***  **Tuesday, Mar. 17** | **Group One** –  Professional Dress Group Interview with the Instructor | **Assignment Six– - Practice Dress Group Interviews:**  Do not upload Final Portfolio to Canvas. This is a ‘hand in, in person’ assignment and the Final Portfolio will be handed into instructor at the Professional Dress Group Interview. |

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| ***CANVAS Module*** | ***Session Topic***  ***Bring your laptop to all class sessions*** | **Homework – all homework must be completed prior to class.** |
| ***Presenting Your Professional Brand Non-Verbally***  **Thursday, April 2**  10:30 AM-12 PM  **Tuesday, April 7**  10:30 AM-12PM  1:30PM-3PM | **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. |
| ***Planning Your Academic Career at UT Tyler***  **Tuesday, April 7** | **UT Tyler Accounting Curriculum**  CPA Exam Requirements  i-MAcc  MAcc | **Homework**  Visit <http://www.tsbpa.state.tx.us/exam-qualification/examination-requirements.html>  Study to take a brief quiz over the requirements to sit for the CPA exam in Texas. Quiz will be taken in the week after the April 8 meeting. |
| ***Planning Your Professional Accounting Career***  **Tuesday, April 14** | **Career Pathways**  What is you don’t want to be a CPA?  CMA  CIA  CFP  Other certifications | Visit <https://www.roberthalf.com/salary-guide>  Register and download the Salary Guide for Finance and Accounting. What did you learn? What surprised you? How did this change your thinking about career options. Write a brief (150 words or less) answer to one or more of these questions or come up with your own question and answer and be prepared to share it in class. |
| **Final**  ***Communicating your Professional Brand Orally***  **Friday, April 24th** | **Mandatory Mock Team Interviews – Soules College of Business Theater**  **11:00 am to 11:30 am– Sign in & Head Shots**  **11:30 am to 11:45 pm – Networking**  **11:45 pm to 12:00 pm – Greet & Intro**  **12:00 pm to 12:45 pm – Mock Interviewing**  **12:45 pm to 1:00 – Wrap and K-12**  **Certificate presentations** | **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.** |

**Technical Information**

**Technical Support**

If you experience technical problems or have a technical question about this course, you can obtain assistance by emailing [itsupport@patriots.uttyler.edu](mailto:itsupport@patriots.uttyler.edu).

When you email IT Support, be sure to include a complete description of your question or problem including:

* The title and number of the course
* The page in question
* If you get an error message, a description and message number
* What you were doing at the time you got the error message

You may also visit the Help Tab in Canvas for helpful information.

**Writing Support**

Links to the UT Tyler Writing Center and to the Purdue University Online Writing Lab (OWL).

* [www.uttyler.edu/writingcenter/](http://www.uttyler.edu/writingcenter/)
* <https://owl.english.purdue.edu/owl>

**Plug-ins and Helper Applications**

UT Tyler online courses use Java, JavaScript, browser plug-ins, helper application and cookies. It is essential that you have these elements installed and enabled in your web browser for optimal viewing of the content and functions of your online course.

* [Adobe Reader](http://www.adobe.com/products/reader/) allows you to view, save, and print Portable Document Format (PDF) files.
* [Java Runtime Environment](http://www.java.com/en/download/) (JRE) allows you to use interactive tools on the web.
* [Adobe Flash Player](http://get.adobe.com/flashplayer/) allows you to view content created with Flash such as interactive web applications and animations.
* [QuickTime](http://www.apple.com/quicktime/download/) allows users to play back audio and video files.
* [Windows Media Player](http://www.microsoft.com/windows/windowsmedia/player/default.aspx) allows you to view, listen and download streaming video and audio.
* [RealPlayer](http://www.real.com/) allows you to view and listen to streaming video and audio.

**NETIQUETTE GUIDE:**

["Netiquette"](http://www.learnthenet.com/learn-about/netiquette/index.php) is network etiquette, the do's and don'ts of online communication. Netiquette covers both common courtesy online and informal "rules of the road" of cyberspace. Review and familiarize yourself with the guidelines provided.

**DEADLINES/MAKE-UP POLICY**: All assignments will be posted under the “assignment tab” via Canvas unless directed otherwise by instructor. No make-ups or extensions will be permitted unless the student obtains permission from the instructor prior to the due date and has a verifiable excuse.

**WRITTEN COMMUNICATION:**

Written Communication is a critical competency for today’s business leaders. Students are encouraged to take MANA 3370 early in their major and to seek the services of The University of Texas at Tyler Writing Center: http://www.uttyler.edu/writingcenter/

**uNIVERSITY POLICIES, sTUDENT RIGHTS AND RESPONSIBILITES**

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