

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

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<b>COURSE NUMBER</b>	ACCT 3170.001
<b>COURSE TITLE</b>	Build and Manage a Successful Career in Accounting
<b>COURSE MEETINGS</b>	Wednesday, 1:25 – 2:20, COB 214
<b>INSTRUCTOR(S)</b>	Amy Russo, Career Success Coach, Soules College of Business
<b>EMAIL ADDRESS</b>	<a href="mailto:arusso@uttyler.edu">arusso@uttyler.edu</a> (Preferred method is email or Canvas)

**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***<sup>®</sup> - *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. To avoid a grade of “Incomplete,” students must make arrangements with the instructor to make up any missed work.

**ATTENDANCE POLICY**

Attendance is required with the sole excused absences being those in accordance with University policies (see University Policies and Information below).

**PANDEMIC PROTOCOL**

WE WILL MEET VIA ZOOM FOR THE FIRST TWO WEEKS (Jan 12 and Jan19) Afterwards, this is a face-to-face class, so face-to-face attendance is expected. If events cause the University to institute protocols that prohibit face-to-face meetings or reduce room capacity to a point where not every student can attend the face-to-face meeting, we will meet at our regularly-scheduled time via Zoom.

Date	Details	Due
Wed Jan 12	Resume   <b>Assignment One:Resume</b> Prework   <b>Assignment Two:</b> Uncover It	Resume due Jan 31 due before Jan 19 class
Wed Jan 19	Uncover It   <b>Assignment Two:</b> Complete Work detailed in Canvas prior to class. Special Guests Gail Johnson & Dr. Roger Lirely	due before class
Wed Jan 26	Expand it and Prove it   <b>Assignment Three:</b> Complete Work detailed in Canvas prior to class. Special Guest Gail Johnson	due before class
Wed Feb 2	LinkedIn   <b>Assignment Four:</b> LinkedIn Special Guest, Mark Stark	due Feb 7, 1:25 pm
Wed Feb 9	Communicate It   <b>Assignment Five:</b> PitchVantage Your Elevator Speech	due Feb 14 1:25 pm
Wed Feb 16	Accounting Career Exploration   <b>Assignment Six:</b> PitchVantage your Career Reflection Special Guest Veronda Willis	due Feb 21, 1:25 pm
Wed Feb 23	Dress for Success   <b>Prework for</b> <b>Cover Letter and References</b>	due Feb 28, 1:25 pm
Wed Mar 2	Cover Letter & References   <b>Assignment Seven:</b> <b>Cover Letter and References, Application Docs</b>	due Mar 7, 1:25 pm
March 7-11	No Class – Spring Break	
Wed Mar 16	Practice Interview Questions   <b>Assignment Eight:</b> <b>PitchVantage Behavioral Questions</b> Attend Practice Interview Session, professional attire, five copies of resume, cover letter, references	due Mar 21, 1:25 pm
Wed Mar 23	Communicating Your Professional Brand Verbally   <b>Assignment: Mandatory Mock Team Interview</b>	To Be Announced
Wed Mar 30	Internship/job search through Handshake   <b>Email Ms. Russo for an appointment</b> <b>Attend Etiquette Luncheon – to be announced</b>	due before class, Mar 28