

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	Online
INSTRUCTOR(S)	Roger Lirely, DBA
EMAIL ADDRESS	rlirely@uttyler.edu
OFFICE PHONE	903.565.5762
OFFICE HOURS	Thursdays, 9:00 – 12:00 a.m. via Zoom; Other hours via Zoom by appointment. No F2F office hours.
OFFICE LOCATION	COB 350.09

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



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.

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

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.

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.uttyler.edu/academicaffairs/files/syllabuspolicy.pdf>

VIII. COURSE SCHEDULE

Date	Topic	Activities
8/24 – 9/11	<i>Professional Branding; Your Standout Brand, Part 1</i>	<ul style="list-style-type: none">• Read the syllabus• Complete Steps 1 – 3 (Exercises 1 – 4) of the Your Standout Brand modules at yourstandoutbrand.thinkific.com• Prepare first draft of resume using required template <p>If you did not take, or cannot remember your Meyers/Briggs Indicators, retake the test at: http://www.humanmetrics.com/#Jung%20Briggs%20Myers%20Types</p>
Week of 9/14	<i>Professional Branding; Your Standout Brand, Part 2</i>	<ul style="list-style-type: none">• Complete Step 4 (Exercises 5 and 6) of the Your Standout Brand modules at yourstandoutbrand.thinkific.com• Gentleman: Watch “Dress Smarter: What to Wear to a Job Interview” at: https://www.youtube.com/watch?v=482W4j76Pxo• Ladies: Watch “What To Wear To An Interview 3 Business Formal Outfit” at: https://www.youtube.com/watch?v=4JYTRqqmxaU• Get a head shot (no lower than arm pits) taken in formal interview attire• Schedule a meeting with Dr. Lirely to review resume and headshot and elevator speech
September 18	<i>Meet the Firms</i>	Deadline to RSVP and submit resume and headshot to Beta Alpha Psi for Meet the Firms:

	Deadline	<i>meetthefirms.patriots@gmail.com</i>
9/21 – 9/25	<i>Bell Helicopter Deadline</i>	<ul style="list-style-type: none"> • Meet with Dr. Lirely as needed to finalize elevator speech video • <i>Deadline to submit resume, headshot and elevator speech video to Bell Helicopter via OneDrive</i>
9/30 and 10/1	<i>Meet the Firms</i>	3:00 – 6:00 p.m. via Zoom (plan to attend both days!) <i>Professional/Interview Attire Required</i>
10/8	<i>Bell Helicopter Reception</i>	<ul style="list-style-type: none"> • Ornelas Activity Center • <i>Professional/Interview Attire Required</i>
10/11 – 10/15	<i>Paths to career success, Part 1</i>	<ul style="list-style-type: none"> • CPA exam requirements, the letter of intent, i-MAcc and MAcc • Why UT Tyler MAcc
10/18 – 10/29		<ul style="list-style-type: none"> • Practice interviews via Zoom
<i>Communicating your Professional Brand Orally</i> Friday, Nov. 6	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 – Welcome 11:55 am to 12:40 pm – Mock Interviewing 12:45 pm to 1:00 pm – Wrap Up	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.
11/9 – 11/13	<i>Paths to career success, Part 2</i>	<ul style="list-style-type: none"> • The CMA, CIA, EA, CISA and CFE certifications and other career paths for accounting grads
11-16 – 12/4	<i>Your personal career plan</i>	<ul style="list-style-type: none"> • Complete your 5-year career plan and submit via Canvas Assignments