

**GEB 6229 – Professional Communication for Accountants – 2 cr.**  
**Drs. M. Sean Limon and Dorothy McCawley**  
**Section 198B, Module 1, Fall 2016**

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*August 22- October 7*

**Monday and Wednesday**  
**3 & 4 Periods (9:35 – 11:30)**  
**GER 228**

**Office Hours by Appointment**

[dorothy.mccawley@warrington.ufl.edu](mailto:dorothy.mccawley@warrington.ufl.edu) 352-273-3213

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**Bryan Hall, 233C/L**

## REQUIRED TEXTS

-  *Effective Writing: A Handbook for Accountants*, **10<sup>th</sup> edition**. Claire B. May and Gordon S. May. ISBN-10: 0-13-357949-2 • ISBN-13: 978-0-13-357949-9 ©2015 • Prentice Hall
-  Securities and Exchange Commission. *A Plain English Handbook: How to Create Clear SEC Disclosure Documents*. Available at [www.sec.gov/pdf/handbook.pdf](http://www.sec.gov/pdf/handbook.pdf) --OR-- [www.sec.gov/news/extra/handbook.htm](http://www.sec.gov/news/extra/handbook.htm)
-  Course Pack at Target Copy

## ADDITIONAL RESOURCES

-  Additional resource for *International Students*. **Send me your UFID for access**
-  **UF Writing Studio in Tigert Hall:** <http://writing.ufl.edu/students/writing-help/>

## COURSE OBJECTIVES

GEB 6229 is a **presenting** and **writing course** for accounting graduate students, building on the basic principles from your previous business communication and writing courses. You will review the basic persuasion principles, polish your skill at explaining complex topics to a variety of audiences, and hone your professional job-seeking skills.

All of these skills will help ensure your success as managers in the workplace.

## REQUIREMENTS and GRADING SCALE

Your performance is graded based on the relevant assignment grading rubric. All rubrics are in the course materials. If any part of the rubric is unclear to you, communicate with your professors at least a week before the assignment is due.

Grade	A	A-	B+	B	B-	C+	C	C-	D+	D	D-	S
Grade Points	4.0	3.67	3.33	3.0	2.67	2.33	2.0	1.67	1.33	1.0	.67	0
Total Points	300-279	278-270	269-261	260-249	248-240	239-231	230-219	218-210	209-201	200-189	188-180	Below 180

## REQUIRED ATTENDANCE

Class participation is a significant part of this course. Participation includes asking questions in class about readings, answering questions, offering suggestions, and completing peer and self-evaluations. You must do in-class work in class on the assigned day and may not make it up another time.

Your instructors discuss the information in class once. If you are absent, you are responsible for getting the information discussed in class from another student.

You are considered absent if you:

- are not in your seat within 15 minutes of the scheduled start of class
- leave class early

You don't need proof of absence; point deductions:

First absence	5-point deduction from final grade
Second absence	20-point deduction from final grade
Three+ absences	Failing grade

Your instructors will **not** provide a summary of the class content.

## LATE ASSIGNMENT POLICY

You must submit assignments by the specified deadline. Late assignments will be reduced by one letter grade for each day late.

## ASSIGNMENT REWRITES

Once the assignment has been submitted, no re-writes are permitted, unless you receive a C+ or below on the assignment. You may submit a re-write within 7 days of receiving your grade, for a maximum of 10 additional points on a 100-point assignment, depending on the quality of your rewrite.

## OFFICE MEETINGS

Your instructors are happy to discuss class content with you one-on-one. Your instructors are also available to coach you on the writing and speaking skills you need to succeed with your assignments. Such coaching sessions are no guarantee of a specific grade, but may prove helpful in honing your communication skills.

## E-MAIL ETIQUETTE

Consider your email communication as practice for the style you will adopt in business settings. In other words, your communication should be formal in the beginning (*Dear Dr. McCawley—or-- Dr. Limon*), and can become more informal as we continue our communication. Include the following information when you communicate with your instructors:

- Your cohort, section number or day/time of class meeting (we teach multiple sections each module)
- Your purpose for writing, frontloaded (don't forget a concise, yet descriptive, subject line)
- Your availability: two or three days and times, if requesting an appointment
- Your name

**NOTE:** Coaching for writing or speaking is *in person* only, not via e-mail. Use e-mail to arrange an appointment.

## ASSURANCE OF LEARNING

Each program at the Warrington College of Business Administration has developed goals and objectives that express the most valued skills and knowledge that students should be able to demonstrate upon completion of the total learning experiences in that program. The following goals and objectives are specifically mapped to **GEB 6229**.

The **MACC** program goals and objectives that apply to this course are:

Learning Goal 2: Our graduates will be effective communicators.

- 2A. Students will demonstrate the ability to write business documents clearly, concisely, grammatically, and with convincing analysis. ...
- 2C. Students will recognize and employ a variety of rhetorical styles, written and oral, appropriate to the goal and audience.

## ACADEMIC HONESTY GUIDELINES

### *University's Honesty Policy Regarding Cheating and Use of Copyrighted Materials*

University policy requires me to remind you of the common sense values embodied in the University Honor Code. Please become familiar with the policy on academic honesty as stated on the following web page: [http://www.reg.ufl.edu/01-02-catalog/student\\_life/](http://www.reg.ufl.edu/01-02-catalog/student_life/). The following pledge is included on all Sakai assignment links: *"On my honor, I have neither given nor received unauthorized aid in doing this assignment."* Your instructors will provide details on "authorized" aid as needed during the course. Needless to say, plagiarizing the work of others or of online documents is not only a sign of inadequate character, but unnecessary insecurity about one's writing and speaking ability.

The academic community of students and faculty at the University of Florida strives to develop, sustain and protect an environment of honesty, trust and respect. Students are expected to pursue knowledge with integrity. Exhibiting honesty in academic pursuits and reporting violations of the Academic Honesty Guidelines will encourage others to act with integrity. Violations of the Academic Honesty Guidelines shall result in judicial action and a student being subject to the sanctions in paragraph XI of the Student Conduct Code. The conduct set forth hereinafter constitutes a violation of the Academic Honesty Guidelines (University of Florida Rule 6C1-4.017).

***Cheating.*** The improper taking or tendering of any information or material which shall be used to determine academic credit. Taking of information includes, but is not limited to, copying graded homework assignments from another student; working together with another individual(s) on a take-home test or homework when not specifically permitted by the teacher; looking or attempting to look at another student's paper during an examination; looking or attempting to look at text or notes during an examination when not permitted. The tendering of information includes, but is not limited to, giving of your work to another student to be used or copied; giving someone answers to exam questions either when the exam is being given or after taking an exam; giving or selling a term paper or other written materials to another student; sharing information on a graded assignment.

***Plagiarism.*** The attempt to represent the work of another as the product of one's own thought, whether the work is published or unpublished, or simply the work of a fellow student. Plagiarism includes, but is not limited to, quoting oral or written materials without citation on an exam, term paper, homework, or

other written materials or oral presentations for an academic requirement; submitting a paper which was purchased from a term paper service as your own work; submitting anyone else's paper as your own work.

## **STUDENT COUNSELING AND MENTAL HEALTH**

You are always welcome to see your instructors, if you have any problems. However, resources are available on campus for students having personal problems or lacking clear career and academic goals which interfere with their academic performance. These resources include:

- [UF Counseling & Wellness Center](#) (CWC): (352) 392-1575 for documentation, stress and wellness, mental health screening, concerns about a classmate, self-help or Sexual Trauma/Interpersonal Violence Education
- [Career Resource Center](#): First floor, Reitz Union, 392-1601, career development assistance and counseling

## **SPECIAL ACCOMMODATION**

Please inform your instructors if physical circumstances get in the way of your work. Our classrooms in Hough, Stuzin and Gerson Halls should prove accessible. UF's official statement on ADA issues includes: "Students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to the student who must then provide this documentation to the Instructor when requesting accommodation."

## **SOFTWARE POLICY**

All faculty, staff and students of the University are required and expected to obey the laws and legal agreements governing software use. Failure to do so can lead to monetary damages and/or criminal penalties for the individual violator. Because such violations are also against University policies and rules, disciplinary action will be taken as appropriate.

Students are expected to use computers, tablets and cellphones only when instructed by the instructors. At all other times, turn off your devices.

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Schedule of Classes and Assignments



schedule is subject to change

**Before the first writing class (Dr. Mac): Read the e-mails on pages 13-15 of the course packet**

		TOPIC	Before Class: Read, Watch, Write
Week 1 Aug. 22	Mac	<ul style="list-style-type: none"> <li>• Introduction</li> <li>• Communication Matters</li> <li>• In class exercise (ICE): Rank the e-mails</li> </ul>	BEFORE August 29: Watch "Word Choice" video. Read entire SEC: <i>A Plain English Handbook</i> Read Chapters 1, 3, 9, 10, and 12 Post to discussion board
Aug. 24	Limon	<ul style="list-style-type: none"> <li>• Presentation Skills</li> </ul>	
Week 2 Aug. 29	Mac	<ul style="list-style-type: none"> <li>• Making the complex simple</li> <li>• E-mail and Voicemail (Ch. 12)</li> <li>• Business Letters (Ch. 9)</li> <li>• ICE: Letter on p. 185</li> <li>• ICE: quiz on video</li> </ul>	BEFORE September 12: Read Chapters 2, 8, 11, and 13 Watch "Visuals" video Write draft of assignment and post to Canvas
Aug. 31	Mac	<ul style="list-style-type: none"> <li>• Baseline Skills Exercise</li> </ul>	
Week 3 Sep. 5	<b>HOLIDAY</b>	<b>HOLIDAY</b>	
Sep. 7	Limon	<ul style="list-style-type: none"> <li>• Presentation Skills</li> </ul>	
Week 4 Sep. 12	Mac	<ul style="list-style-type: none"> <li>• Negative News Communication                             <ul style="list-style-type: none"> <li>○ ICE: What's wrong with this writing</li> <li>○ ICE: Executive summary</li> <li>○ ICE: Peer review writing assignment</li> </ul> </li> <li>• Sign up for individual appointments</li> </ul>	Before September 19: Review Chapters 4, 5, 6, and 7 Watch "Executive Summary" video Meet with Dr. Mac about writing assignments Write draft of assignment and post to Canvas
Sep. 14	Limon	<ul style="list-style-type: none"> <li>• Presentation skills</li> </ul>	
Week 5 Sep. 19	Mac	<ul style="list-style-type: none"> <li>• Negative News Communication                             <ul style="list-style-type: none"> <li>○ ICE: revise bad news letter</li> </ul> </li> <li>• CPA/CMA Writing                             <ul style="list-style-type: none"> <li>○ ICE: Peer review writing assignment</li> </ul> </li> </ul>	DUE: Final version of writing assignment September 21 @ 11:55 p.m. BEFORE September 26: Watch "LinkedIn" video
Sep. 21	Limon	<ul style="list-style-type: none"> <li>• Client Conference</li> </ul>	
Week 6 Sep. 26	Mac	<ul style="list-style-type: none"> <li>• Web Presence</li> <li>• Job Search</li> </ul>	DURING CLASS: Course evaluations: bring laptops DUE: Final version of writing assignment October 3 @ 11:55 p.m.
Sep. 28	Limon	<ul style="list-style-type: none"> <li>• Presentation Skills</li> </ul>	
Week 7 Oct. 3	Mac	<ul style="list-style-type: none"> <li>• Final Writing Exam</li> </ul>	
Oct. 5	Limon	<ul style="list-style-type: none"> <li>• Info-session Presentations</li> </ul>	

**Writing Assignments**

Email & Handout attachments.....	50 points.....	September 21 @ 11:55 PM
Report.....	50 points.....	October 3 @ 11:55 PM
Final Exam.....	50 points.....	October 3 during class

**Speaking Assignments**

Client Conference.....	50 points.....	September 21
Info-Session Presentation.....	100 points.....	October 5