SYLLABUS
ACCOUNTING CAREERS EXPLORATION (ACE)
Accounting 151 -- Unique #’s 2870
Fall 2015

Instructor: Jim Franklin
MPA Program Office
GSB 4.112
512-471-3527
Jim.Franklin@mccombs.utexas.edu
Office Hour: Thursday 4:00-5:00pm and by appointment

Career Service Team:
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Paul German
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Office Hour (in MPA Program Office): Tuesday 9:00-10:00am and by appointment

Location: UTC 2.102A

Time/date: 4:00 – 5:30 p.m., Monday, August 31 – November 23
The class meets 12 times and concludes before Thanksgiving

Course purpose: The purpose of the Accounting Careers Exploration (ACE, ACC 151) course is to
develop your awareness of the career opportunities that await you. Your first chance
to exercise this knowledge will occur with internship recruiting in a few weeks.
Therefore, this course has immediate relevance to a significant decision you will face
very soon.

ACE develops a comprehensive framework through exposure to multiple talented professionals, faculty and experienced fellow students. A comprehensive framework has multiple advantages.
1. It enables you to better understand the job opportunities that you may wish to pursue in your internship and immediately thereafter.

2. The framework maps into your MPA track options.

3. In your first job you will better understand other businesses with which you interact and,

4. You will gain perspective on career options if you decide to change your job in the future.

The class is also designed to help improve your Microsoft Excel skills. This skill set is critical to your success in your internship and your future career as a professional.

Comportment: This is predominantly a guest speaker class attracting leading professionals who will talk about career opportunities and their organizations. Many of them will travel to Austin just for this class! **It is imperative that we show speakers our utmost respect and courtesy.** Top rankings are earned, not an entitlement. An important part of earning our stature is being professional- staying engaged and asking questions, as is expected of a top program.

Course Format & Location: The format of this class is unlike any other MPA class.

The class will be bring in a variety of professionals from leading companies and give you an opportunity to ask questions and learn about different career opportunities. We will also have a variety of educational components that will be team taught.

This is the only course that you will ever take that will allow you to listen to and ask questions of an incredible variety of professionals across the private and public sector.

Your efforts and dedication will enrich your ability to learn about the dynamic professional choices that will be available to you.

**Important Note:** Many of the participant firms will be interviewing students on campus in the near future. This class gives you a chance to show your knowledge, enthusiasm and professionalism. It gives you a chance to make a great first impression and be favorably remembered!

**Meeting Place:** Your meeting place will be: **UTC 2.102A**

**Meeting Time:** Our meeting day is **Monday**, August 31- November 23.

Our meeting time is **4:00 – 5:30 pm**: For full attendance credit, you must be in your seat and *ready to start* no later than the start of your class. You must remain attentive until official adjournment (including not packing belongings).

**Dress:** Casual

**Grading:** **This is a graded course.** Your final grade will be evaluated according to the following.

<table>
<thead>
<tr>
<th></th>
<th>Points</th>
<th>%</th>
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</thead>
<tbody>
<tr>
<td>Timely and Full Attendance</td>
<td>25</td>
<td>25%</td>
</tr>
<tr>
<td>Homework</td>
<td>55</td>
<td>55%</td>
</tr>
<tr>
<td>Final Paper</td>
<td>20</td>
<td>20%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>
A description of each evaluation category follows:

**Timely and Full Attendance**

Your TA will record your attendance based on your attendance in your assigned section and the course instructor will evaluate attendance based on this record.

There are **no automatic unexcused absences.** For full attendance credit you must be in your seat and ready to go no later than the start of your class time (4:00pm). You must remain fully attentive until the session is adjourned. Gathering materials, packing backpacks, and viewing your smartphone/tablet/laptop during class are discourteous to our guests and will result in point deductions. Be attentive and respectful until each session is officially adjourned.

Full credit will be awarded each session if you:

1. Arrive and are ready to start by the beginning of class, and
2. You are attentive (and not disruptive) until the class is adjourned and
3. You submit a question (if assigned).

Point deductions will result if you fall below this standard, including zero credit for non-attendance.

**Assigned Question**

Every student will be assigned one class to create one question and submit it to the Canvas discussion section for that class. Please take the time to submit a thoughtful question about a given industry/career path or position.

**Excused absence(s).** You will be excused from class if there is a “legitimate reason.” More than one excused absence will be subject to review. An excused absence(s) requires:

1. An email request in advance sent to your TA or the instructor
2. Documentation that supports the reason for your absence, and
3. A “legitimate reason,” which may include one of the following:
   - Your illness or injury
   - The illness, injury, or death of a family member
   - The observance of an official religious holiday
   - Your wedding
   - An immediate family member’s wedding
   - The birth of your child
Examples of items that are not “legitimate reasons” include:

- Office visits and recruiting events
- A “tight” exam schedule
- Preparing for an exam or project in another class
- Extracurricular activities (i.e.: cheerleading practice, intramural sports)
- Family reunions
- Sporting events
- A transportation failure
- And other events not listed under “legitimate reasons”

**Unexcused absence(s)--possible make-up session upon approval.** If you have an unexcused absence, a make-up assignment may be possible upon a written appeal by you to your TA with a copy to your course instructor.

If approved, to count as a make-up assignment you must conduct online research of the organizations that presented on the day that you were absent.

You will then write a 4-page paper describing:

1. The organization and its divisions,
2. What you find interesting about those organizations including a detailed explanation of why you find it interesting.

- An unexcused absence without a makeup assignment will result in a 20 point reduction to your timely and full attendance grade.

**Homework**

There will be homework over the course of the class. Homework assignments will be posted on Canvas and are indicated in the course schedule and explained below. Unless otherwise indicated, please bring your homework to class on the homework due date.

For all assignments and papers, you will receive no credit if submitted later than the deadline.

**Please note there are no group assignments (including the Microsoft Excel Projects).** It is expected that all assignments will be done on an individual basis and not in conjunction with other students. Acts of scholastic dishonesty will be reported to the Dean of Students.

- Your Industry Night Preferences (1 point)- **Assignment 1a.** You will receive a survey link via your UT email address and be asked to list your industry night preferences. **Due September 8 by 5pm.**

This assignment calls for you to research, select and rank order three of the entities from the eleven companies listed below. You will enter the preferences in the survey.

For example:

1. Chevron Corporation
2. ConocoPhillips
3. Dell
• Paper (4 points)—**Assignment 1b. Due Mon., September 14. Please bring the paper to class.**

*The following companies will be present at the Industry Night on September 21:*

- Chevron Corporation
- ConocoPhillips
- Dell
- Dow Chemical
- ExxonMobil
- GE Capital
- HP
- Intel
- Phillips 66
- Spectra Energy
- Tenaris

You will write a one to two page double spaced paper that explains the reasons why those companies/programs were your chosen top preferences.

Your research can include:

- Visiting the website of the company,
- Undertaking a web browser search, such as a Google search, to determine issues facing the upcoming company or industry as the basis for a good question,
- Using library and online resources, such as Vault to research industries and career fields,
- Incorporating any other career relevant information into your question derived from your personal reading, experiences, media, etc...

• **Paper (5 points)—Assignment 2. Due Monday, September 21 at 4pm. Bring paper to MPA Office front desk.**

On Thursday, September 10, each student will receive the name of a prospective company employer to research in depth and write about in a two-page (double spaced) paper. The paper should include the following:

- When the company was established,
- What kind of services or products the company provides,
- Who are its competitors,
- Where it is located,
- Why (3 reasons) a student may want to start a career with this company,
- Other observations you wish to include, and
- Three well thought out career questions to pose to the company you are researching.
For Assignment 2, full credit generally will be awarded for informed submissions. Point deductions will result if you fall below this standard, including zero credit if you do not hand in an assignment on a timely basis or if your paper and/or Q&A are grossly deficient.

- **Resume (5 Points)—Assignment 3.** This assignment has two phases. The following summary will be explained further in our class on Monday, September 14.

  **Phase 1:** Complete a draft of your resume and upload a copy to Canvas.

  **Due: Monday, September 28.** Your resume will be evaluated and you will receive suggested corrections.

  **Phase 2:** Make the necessary corrections to the resume and submit to Canvas for final evaluation. **Due Monday, November 16-** bring to your assigned class section.

- **Start Here Go Places Website (4 points) - Assignment 4- Due October 19 at your assigned class time.** Begin by going online to Startheregoplaces.com and reviewing the website. Click on the “Why Accounting?” tab and explore some of the tabs located on the left menu bar. They include topics such as: “Career Options and “Future Me”. Note the most interesting aspects of the site and write a two page (double spaced paper) listing why you find those aspects interesting. **Please bring the paper to your assigned class section.**

- **Microsoft Excel Projects (18 Projects) (36 points)**

  You will use the Cengage SAM system to develop and improve your Microsoft Excel skills. The deadlines for each project is listed on the course calendar (see page 10).

  Please make sure that you are completing projects not trainings or exams.

  To receive full credit: you must have each Excel test completed by the assignment deadline with a score of 80% or better.

  You will receive half credit if you completed the Excel test and received a score below 80%.

  You will receive no credit if you have not completed the test by its deadline or scored below 50%.

  Note: if your score is below 80% you may resubmit prior to the deadline. I would encourage you to do so, since your Excel skills will be extensively utilized in your upcoming internship.

  **Final Paper- “What interests me?” (20 points)**

  **Due November 9 at class time, bring to your assigned class section.**

  The final paper project (minimum 4 pages (maximum 10 pages), double spaced) will serve as a practical tool that you will create to help you with your search for the ideal internship and/or full time position. Every week representatives from a variety of companies will visit us. You will have the opportunity to ask questions about the issues that are important to you.

  You will then take your notes from the class session and evaluate that potential career opportunity. Is it something you’re interested in? Why or why not? What are the characteristics of the opportunity that you find attractive?

  Some potential avenues to approach the project include the following questions:
- Do you want a rotational program where you have an opportunity to rotate between different job responsibilities within the same company?
- Would you prefer a job that lets you use both your finance knowledge and your accounting skills?
- Do you want to advise clients?
- Do you like to travel?
- Would you like to have an opportunity to combine information systems work with your accounting knowledge?

The above questions are just a few examples of criteria. The questions you can ask are practically limitless. A solid baseline of questions will help you engage the speakers and learn more about the opportunity. You should also be prepared to take good notes. The speakers will undoubtedly bring up key aspects of the position that you didn’t consider. All of this can be used in your final paper.

A full credit paper will reference every class session with a thoughtful analysis of the characteristics that make that potential career appealing or not appealing. Your reasoning should go beyond just what’s popular or what everyone else is doing.

There is no right or wrong answer. The depth and thoughtfulness of your analysis as well as your ability to write a grammatically sound paper will determine your grade.

**Correspondence:** ACE correspondence will be communicated via Canvas (emails or postings) and/or placed in your mail slot located in the MPA mailroom. It is a challenge to keep up with other addresses you might have, such as hotmail or yahoo, so please check your UT address which is associated with Canvas. It is also recommended that you check your mail slot and university e-mail regularly.

**Students with Disabilities**
Students with disabilities may request appropriate academic accommodations from the Division of Diversity and Community Engagement, Services for Students with Disabilities, 512-471-6259, http://www.utexas.edu/diversity/ddce/ssd/.

**Religious Holy Days**
By UT Austin policy, you must notify me of your pending absence at least fourteen days prior to the date of observance of a religious holy day. If you must miss a class, an examination, a work assignment, or a project in order to observe a religious holy day, you will be given an opportunity to complete the missed work within a reasonable time after the absence.

**Policy on Scholastic Dishonesty**
The McCombs School of Business has no tolerance for acts of scholastic dishonesty. The responsibilities of both students and faculty with regard to scholastic dishonesty are described in detail in the BBA Program’s Statement on Scholastic Dishonesty at http://www.mccombs.utexas.edu/BBA/Code-of-Ethics.aspx. By teaching this course, I have agreed to observe all faculty responsibilities described in that document. By enrolling in this class, you have agreed to observe all student responsibilities described in that document. If the application of the Statement on Scholastic Dishonesty to this class or its assignments is unclear in any way, it is your responsibility to ask me for clarification. Students who violate University rules on scholastic dishonesty are subject to disciplinary penalties, including the possibility of failure in the course and/or dismissal from the University. Since dishonesty harms the individual, all students, the integrity of the University, and the value of our academic brand, policies on scholastic dishonesty will be strictly enforced. You
should refer to the Student Judicial Services website at http://deanofstudents.utexas.edu/sjs/ to access the official University policies and procedures on scholastic dishonesty as well as further elaboration on what constitutes scholastic dishonesty.

**Campus Safety**

Please note the following recommendations regarding emergency evacuation, provided by the Office of Campus Safety and Security, 512-471-5767, [http://www.utexas.edu/safety](http://www.utexas.edu/safety):

- Occupants of buildings on The University of Texas at Austin campus are required to evacuate buildings when a fire alarm is activated. Alarm activation or announcement requires exiting and assembling outside.
- Familiarize yourself with all exit doors of each classroom and building you may occupy. Remember that the nearest exit door may not be the one you used when entering the building.
- Students requiring assistance in evacuation should inform the instructor in writing during the first week of class.
- In the event of an evacuation, follow the instruction of faculty or class instructors.
- Do not re-enter a building unless given instructions by the following: Austin Fire Department, The University of Texas at Austin Police Department, or Fire Prevention Services office.
- Behavior Concerns Advice Line (BCAL): 512-232-5050
- Further information regarding emergency evacuation routes and emergency procedures can be found at: [http://www.utexas.edu/emergency](http://www.utexas.edu/emergency).
<table>
<thead>
<tr>
<th>Date</th>
<th>In Class Topics</th>
<th>In Class Question* Submission (By First Letter/Last Name)</th>
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</thead>
</table>
| Aug 31 | Introduction  
• Meet Your Teaching Team  
• Career Questions Answered  
• Why ACE?  
• Course Overview            | N/A                                                      |
| Sept 14 | Mid Term Prep (Academic Services & Resume Writing)                | N/A                                                      |
| Sept 21 | Industry Night                                                              | N/A                                                      |
| Sept 28 | Finance and Consulting Opportunities                                      | A-B                                                      |
| Oct 5   | Recruiter Straight Talk Panel                                               | C-F                                                      |
| Oct 12  | Internal vs. External Audit                                                 | G-J                                                      |
| Oct 19  | Tax (Domestic, International & State/Local)                                 | K-N                                                      |
| Oct 26  | Advisory Services — (IT Audit, Structured Finance, etc…)                  | O-R                                                      |
| Nov 2   | How to Research Employers: Opportunities and Locations  
Professional Development (Part 1) | S-U                                                      |
| Nov 9   | Professional Development (Part 2)                                           | V-Z                                                      |
| Nov 16  | Class Wrap-up and Spring Recruiting Q&A                                     | N/A                                                      |
| Nov 23  | MPA- Networking (Making Connections)                                        | N/A                                                      |

**In Class Question**: Every student will be assigned one class to create one question and submit it to the Canvas discussion section for that class. Please take the time to submit a thoughtful question about a given industry, career path or position.
<table>
<thead>
<tr>
<th>Due Date</th>
<th>Homework</th>
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<tbody>
<tr>
<td>Sept 8 5pm</td>
<td>Excel Projects 1, 2, 3 and 4</td>
</tr>
<tr>
<td></td>
<td>Assignment X Internship Offer Survey/Introduction to CDS (see page 11)</td>
</tr>
<tr>
<td>Sept 8 5pm</td>
<td>Assignment 1a. Complete Qualtrics Survey Link for Industry Night Preferences</td>
</tr>
<tr>
<td>Sept 14 Class Time</td>
<td>HW Assignment 1b- Industry Night- Paper (see syllabus) Bring to your assigned class section.</td>
</tr>
<tr>
<td>Sept 14 Class Time</td>
<td>Excel Projects 5a, 5b and 5c</td>
</tr>
<tr>
<td>Sept 21 Class Time</td>
<td>HW Assignment 2—Paper (see syllabus) Bring paper to MPA office front desk by 4pm.</td>
</tr>
<tr>
<td>Sept 21 Class Time</td>
<td>Excel Projects 6, 7a and 7b</td>
</tr>
<tr>
<td>Sept 28 Class Time</td>
<td>HW Assignment 3—Resume (explained in class), Phase 1: Upload a copy of resume to Canvas.</td>
</tr>
<tr>
<td>Oct 5 Class Time</td>
<td>Excel Projects 8a and 8b</td>
</tr>
<tr>
<td>Oct 12 Class Time</td>
<td>Excel Projects 9a and 9b</td>
</tr>
<tr>
<td>Oct 19 Class Time</td>
<td>HW Assignment 4- Start Here Go Places (see syllabus) Bring to your assigned class section.</td>
</tr>
<tr>
<td>Oct 26 Class Time</td>
<td>Excel Projects 10a and 10b</td>
</tr>
<tr>
<td>Nov 2</td>
<td>Excel Projects 11 and 12</td>
</tr>
<tr>
<td>Nov 9 Class Time</td>
<td>Final Paper- “What interests me?” Bring to your assigned class section.</td>
</tr>
<tr>
<td>Nov 16</td>
<td>HW Assignment 3- Resume Phase 2: Bring to your assigned class section.</td>
</tr>
</tbody>
</table>
**Assignment X:** Introduction to the MPA Career Destination Survey. It is mandatory for all students but you will receive two additional points for its completion.

**Reminder:** Please note there are no group assignments (including the Microsoft Excel Projects). It is expected that all assignments will be done on an individual basis and not in conjunction with other students. Acts of scholastic dishonesty will be reported to the Dean of Students.