

## **ENC 5236- 03F3: Advanced Business Writing for Accountants**

### **Course Information**

Class Location and Meeting Time: GER228 MW 9-10

Instructor: Randi Gill-Sadler, M.A.

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Office Hours: W, 5 and R, 5

Location: Turlington 4411

### **Course Description**

This course foregrounds the kinds of documents found in the working lives of accountants: emails, memos, letters, proposals, and reports. Although they appear as simple documents to write, these types of documents can reflect your professional ability. Thus, writing effectively and competently is important for furthering your career. In addition to learning how to write effectively within a variety of business genres, you will also develop an awareness of how to write best for a particular audience.

You will also learn to examine writing rhetorically in order to compose texts that respond appropriately and ethically to complex professional situations. Throughout the semester, we will discuss methods of revising prose for clarity, beginning with an examination of what it means to write in “plain” English, as the SEC, AICPA, and other bodies increasingly emphasize.

### **Required Text**

Lanham, Richard A. *Revising Business Prose*. 4th edition. Longman, 1999

Securities and Exchange Commission. *A Plain English Handbook: How to Create Clear SEC Disclosure Documents*. Available at <http://www.sec.gov/pdf/handbook.pdf>.

Any other required texts will be posted to Sakai via our class website. Please bring either digital copies or hard copies of texts to class on the days that we are discussing them.

### **Course Assignments**

#### Letters

The letters will address different audiences, contexts, and situations, and in composing them you will demonstrate revised and professionally-polished plain English. You will be given a prompt for each letter assignment. (2 total; 200 points)

E-mails and Memos

Like the letters, you will be given a prompt for each email and memo. A detailed prompt will specify the required length of each document. (3 total; 300 points)

Website Critique

You will complete an informal, internal report analyzing an accounting related website of your choice as if you are a member of that company/group. (100 points)

Group Report / Proposal

You will work in a group to write a formal report. Your group may select among a feasibility/recommendation report, investigative report with recommendations, or a sales proposal. You will compose this document for multiple professional audiences and it needs to be context specific. (150 points)

Group Presentation

Your group will give a 15 minute presentation. You will take on the role of a team of accountants working for a corporation. Your team will deliver an informational or persuasive report related to a specific issue in accounting. Your goal will be to either inform your audience on an important but little-understood topic, or identify a problem in company policy and propose a solution. (100 points)

Participation

Participation includes your in-class contributions during discussions, satisfactory completion of in-class assignments and activities, and appropriate conduct throughout the semester. Participation also includes any necessary preparations or drafts for workshop sessions in class. (150 points)

**TOTAL:** 1000 points

Grading Scale

A	4.0	93-100	930-1000	C	2.0	73-76	730-769
A-	3.67	90-92	900-929	C-	1.67	70-72	700-729
B+	3.33	87-89	870-899	D+	1.33	67-69	670-699
B	3.0	83-86	830-869	D	1.0	63-66	630-669
B-	2.67	80-82	800-829	D-	0.67	60-62	600-629
C+	2.33	77-79	770-799	E	0.00	0-59	0-599

## **Course Policies**

### **Attendance**

This is a participation-oriented, skills-based writing course, which means that you will build your skills incrementally and systematically in each class throughout the semester. Much of the learning that takes place is spontaneous and difficult to reproduce outside of class.

Each absence beyond two will lower your overall course score total by 5 points. If you miss more than four classes, you will fail the course. University-sponsored events, such as athletics and band, and religious holidays, for which you must provide appropriate documentation in advance of the absences are exempt from this policy are only those absences involving. Absences for illness or family emergencies will count toward your two allowed absences. I advise that you save your absences for when you are truly ill.

### **Email Correspondence**

This is a business writing course, so I expect all emails to be professional. Please include proper salutations and a signature that includes your name. If you use email to submit an assignment, please include your last name and assignment title in the email subject line.

### **Plagiarism**

Plagiarism is a serious violation of the Student Honor Code. The Honor Code prohibits and defines plagiarism as follows:

Plagiarism. A student shall not represent as the student's own work all or any portion of the work of another. Plagiarism includes (but is not limited to):

- a.) Quoting oral or written materials, whether published or unpublished, without proper attribution.
- b.) Submitting a document or assignment that in completely or in part is identical or substantially identical to a document or assignment not authored by the student.

University of Florida, Student Honor Code, 15 Aug. 2007

University of Florida students are responsible for reading, understanding, and abiding by the entire Student Honor Code.

## **University Statements**

Statement of student disability services: The Disability Resource Center in the Dean of Students Office provides information and support regarding accommodations for students with disabilities. For more information, see: <http://www.dso.ufl.edu/drc/>

Statement on harassment: UF provides an educational and working environment that is free from sex discrimination and sexual harassment for its students, staff, and faculty. For more about UF policies regarding harassment, see: <http://www.dso.ufl.edu/sccr/sexual/>

Statement on academic honesty: All students must abide by the Student Honor Code. For more information about academic honesty, including definitions of plagiarism and unauthorized collaboration, see: <http://www.dso.ufl.edu/sccr/honorcodes/honorcode.php>

## **Course Schedule**

### Week 1

1/7: Course Introduction

### Week 2

1/12: Lanham Chapter 1

1/14: Lanham Chapter 2

**Email 1 Due Friday 1/16**

### Week 3

1/19: No Class MLK Jr. Holiday

1/21: What is Audience-Centered Writing? *Send* 56-89

### Week 4

1/26: Plain English Writing *PEH* Ch.1-3

1/28: *PEH* Ch. 4, 6

### Week 5

2/2: *PEH* Ch.5, 7

2/4: Revision Workshop

**Email 2 Due Friday 2/6**

### Week 6

2/9: Lanham Chapter 3

2/11: Memo and Paramedic Method Workshop

### Week 7

2/16: McIssac and Sepe Article

2/18: Memo Peer Review

**Memo Due Friday 2/20**

Week 8

2/23: Introduction to Ethics

2/25: Writing and Ethics Activity

Week 9

3/2: NO CLASS SPRING BREAK

3/4: NO CLASS SPRING BREAK

Week 10

3/9: Introduction to Letters

3/11: Letter Drafting Exercise

**Letter Due Friday 3/13**

Week 11

3/16: IM and Txt; *Send* 46-51

3/18: Telephone; *Send* 41-45, 52-54

Week 12

3/23: Cohesion and Transitions Writing Workshop

3/25: Letter 2 Peer Review

**Letter 2 Due Friday 3/27**

Week 13

3/30: Lanham Chapter 4

4/1: Informal Report and Web Design

Week 14

4/6: *Send* pp.231-250

Introduce Group Assignment and Organize Groups

4/8: Website Informal Report Peer Review

**Website Informal Report Due 4/10**

Week 15:

4/13: Group Report Outline Review; Group Presentations, Formal Reports, and Proposals

Lanham Chapter 10

4/15: Group Presentations

Week 16

4/20: Group Presentations

4/22- Group Report Peer Review

LAST DAY OF CLASSES

**Group Report Due Monday 4/27**