

ENC 5236: Advanced Business Writing for Accountants
Section 2133, MW Period 9-10
GER 0228

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COURSE DESCRIPTION AND OBJECTIVES

In this course we will focus on the kinds of documents often found in the working lives of accountants: emails, memos, letters, proposals, and reports. While these kinds of texts are thought of as formulaic or impersonal, every text is created for a particular rhetorical situation. You will learn ways to examine writing rhetorically, so you can write texts that respond appropriately to the situations in which they occur.

We will be focus on developing “audience-centered” writing. To do this effectively, you will participate in in-class writing workshops, peer review sessions, and collaborative group work. Throughout the semester we will examine 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. Course outcomes are also listed in the Graduate Handbook at: <http://graduateschool.ufl.edu/files/handbook-2010-2011.pdf>

REQUIRED TEXTS (CAN BE PURCHASED AT UF BOOKSTORE, REITZ UNION)

Gerald J. Aired, Charles T. Brusaw, and Walter E. Oliu. *The Business Writer ’s Companion*. 6th edition. Boston: Bedford/St. Martins, 2011.

ASSIGNMENTS AND GRADING

Grading for this course will be rigorous. This class is a practice in professionalism, so if an assignment illustrates disregard for spelling, grammar, citation guidelines, or a general carelessness in the writing, the assignment will be failed. Do not rely on your instructor for copy-editing, even on drafts.

	Points
Emails (4)	100
Students will write 4 brief professional emails based on different audiences. Topic prompts will be given for the emails. This assignment will be	

accompanied by an Audience Analysis. Emails are worth 25 points each.	
<p>Memos (2)</p> <p>Students will write 2 memos, 1 persuasive and 1 informational, that demonstrate knowledge of audience, plain English, positive language and professionalism. Topic prompts will be given for the memos. This assignment will be accompanied by an Audience Analysis. Memos are worth 50 points each.</p>	100
<p>Letters (2)</p> <p>Students will write 2 brief professional letters that will address different audiences in a professional manner. Topic prompts will be given for the letters. This assignment will be accompanied by an Audience Analysis. Letter are worth 50 points each.</p>	100
<p>Job Application Materials</p> <p>Students will write a cover letter and résumé based on a real job posting or internship advertisement of their choosing. Students will also write a follow up/thank you note. A copy of the posting or advertisement must accompany this assignment.</p>	300
<p>Group Report/Proposal</p> <p>Students will work in groups to write to write a formal report. Students may choose to write either a feasibility/recommendation report, investigative report with recommendations, or a sales report. Students will compose this assignment with a specific audience and context in mind. This assignment will be accompanied by an Audience Analysis written by the group and a Performance Memo written by each individual. All group members will receive the same grade for the Group Report/Proposal and Audience Analysis.</p>	200
<p>Group Presentation</p> <p>Each group will give a 10-15 minute presentation. Groups will take on the role of a team of accountants working for a corporation. Each team will deliver an informational or persuasive report related to a specific issue an accounting of their choosing. The goal will be to either inform the audience of an important but little-understood topic, or identify a problem in company policy and propose a solution. This assignment will be accompanied by an Audience Analysis written by the group and a Performance Memo written by each individual. Students will be graded individually on the Presentation and Performance</p>	200

Memo. All group members will receive the same grade on the Audience Analysis.	
Total Points	1000

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

ENC 5236 is a class focused on professionalism and preparing for a career within a professional environment. As such, students are expected to act in a professional manner and behave in this course as they would the workplace. The policies for this course are not only in place to follow the guidelines of the University of Florida but also to reflect the general policies of the workplace.

Attendance

AML3041 is a participation-oriented course, which means that you will build your skills and gain knowledge incrementally and systematically in each class throughout the semester. Attendance is crucial in engaging with other students about the reading and writing assignments. Much of the learning that takes place is spontaneous and difficult to reproduce outside of class.

Consequently, **if you miss more than 4 periods during the semester, you will fail the entire course.** Only those absences involving university-sponsored events, such as athletics and band, and religious holidays are exempt. Absences for illness or family emergencies will count toward your six allowed absences.

If you are absent, it is still your responsibility to make yourself aware of all due dates. You are still responsible for turning assignments in on time. Please do not come late to class; arriving late disrupts the entire class. **If you are more than 15 minutes late, you will be marked absent. Being tardy three times will equal one absence.** Save your absences for when you're really ill.

Preparation

You are expected to be prepared for every class, including completing all reading and writing assignments on time. Drafts are due by Midnight on the morning of peer review. Final assignments are due at the beginning of class. Extensions can be negotiated in advance of deadline; **late papers will not be accepted**. Encrypted files and blank/empty files will not be accepted. Failure of technology is not an excuse.

Mode of Submission

All papers must be in 12-point Times New Roman or Calibri font and double-spaced. Be sure to staple papers before submitting hard copies. Your final drafts should be polished, proof read, and presented in a professional manner and in the format required for the assignment. Students will be notified in class whether a paper is to be submitted on Sakai or in hard copy.

Technology

Cell phones must be turned off and kept in your pocket, purse or bag.

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 which in whole or in part is identical or substantially identical to a document or assignment not authored by the student.
- c. Submitting a document or assignment which in whole or in part is identical or substantially identical to a document or assignment authored by the student and submitted for another course. (University of Florida, Student Honor Code, 15 Aug. 2007 <<http://www.dso.ufl.edu/judicial/honorcode.php>>)

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

Important Tip: You should never copy and paste something from the Internet without also providing the exact location from which it came.

All acts of plagiarism will result in failure of the assignment and may result in failure of the entire course. Plagiarism can occur even without any intention to deceive if the student fails to know and employ proper documentation techniques.

Unless otherwise indicated by the instructor for class group work, all work must be your own. Nothing written for another course will be accepted.

Academic Honesty

As a University of Florida student, your performance is governed by the UF Honor Code, available in its full form at <http://www.dso.ufl.edu/sccr/honorcodes/honorcode.php>. The Honor Code requires Florida students to neither give nor receive unauthorized aid in completing all assignments. Violations include cheating, plagiarism, bribery, resubmission, and misrepresentation.

Graded Materials

Students are responsible for maintaining duplicate copies of all work submitted in this course and retaining all returned, graded work until the semester is over. Should the need arise for a re-submission of papers or a review of graded papers, it is the student's responsibility to have and to make available this material.

Students must wait 24 hours after a paper is returned before contacting the instructor regarding his/her grade on that paper.

Classroom Behavior and Harassment

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

Please keep in mind that students come from diverse cultural, economic, and ethnic backgrounds. Some of the texts we will discuss and write about engage with controversial topics and opinions. Diverse student backgrounds combined with provocative texts require that you demonstrate respect for ideas that may differ from your own.

Students with Disabilities

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/>

COURSE SCHEDULE (Tentative)

Week 1 - August 21-23

W - Syllabus and Introductions

Week 2 — August 26-30

M - Writing and Communication in Accounting

READ: May & Arevalo, Corman (Sakai)

W - Writing and Communication in Accounting

READ: Mclsaac & Sepe, Zinsser (Sakai)

Week 3 - September 2-6

M - No Class - Labor Day

W - Successful Writing

READ: *Business Writer's Companion (B WC)* pages xxix-38

Week 4 — September 9-13

M - Plain English

READ: SEC Staff Legal Bulletin (Sakai)

SEC Plain English Handbook chapters Preface- Chap 6 (Sakai)

W - Plain English

READ: SEC Plain English Handbook chapters Chap 7-end (Sakai)

Week 5 — September 16-20

M - Plain English

READ: Reinstein & Houston, Stuart (Sakai)

W - Writing Emails

READ: *B WC* pages 44-9

Week 6 - September 23-27

M - Peer Review Emails

DUE: Drafts of 4 emails for peer review due by midnight Monday morning

W - Writing Memos

READ: *BWC* pages 26-8, 209-11

DUE: Final draft of 4 emails with Audience Analysis due before class

Week 7 - September 30 - October 4

M - Peer Review Memos

DUE: Drafts of 2 memos for peer review due by midnight Monday morning

W - No Class

Week 8 — October 7-11

M - Writing Letters

READ: *B WC* pages 203-8

DUE: Final drafts of 2 memos with Audience Analysis due before class

W - Peer Review

DUE: Drafts of 2 letters for peer review due by midnight Wednesday morning

Week 9 — October 14-18

M - Writing Résumés

READ: *B WC* pages 232-48

DUE: Final drafts of 2 letters and Audience Analysis due before class

Copy of detailed job or internship posting - bring to class

W - Writing Cover Letters and Follow-up Note

READ: *BWC* pages 220-4

Week 10 — October 21-25

M - Writing Style

READ: *BWC* pages 270-301

W - Peer Review

DUE: Draft of all job application materials for peer review due by midnight Wednesday morning

Week 11 - October 28 - November 1

M - Writing Proposals

DUE: Final Draft of Job Application Materials due before class

READ: *BWC* pages 105-18

W - Writing Reports

READ: *BWC* pages 101-5, 118-53

Week 12 - November 4-8

M - Group work day

W - Group work day

Week 13 - November 11-15

M - No Class - Veterans Day

W - Design and Visuals

DUE: Final draft of Group Proposal/Report, Audience Analysis and Performance Memo due before class

Week 14 — November 18-22

M - Preparing Presentations

READ: *BWC* pages 250-68

W - Business Ethics

Read: "Ethics Gen Y Style," Markel, and McBride (Sakai)

Week 15 — November 25-29

M - Group work day

W - No Class - Thanksgiving

Week 16 — December 2-6

M - Presentations

DUE: Audience Analysis and Performance Memo due before class

W -Final Thoughts, Course Evaluation