



## Topics: Advanced Communication in Accounting

**6:30-9:30pm**

Sections 1 and 3: Mon./Tues. Oct. 19, 20, 26, 27 and Nov. 2, 3

Sections 2 and 4: Wed./Thurs. Oct. 21, 22, 28, 29 and Nov. 4, 5

### Adjunct Associate Professors:

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### Teaching Fellow:

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### Course Overview

Effective communication is essential in everything we do and has become a critical factor to our success. The frenetic pace of today's business environment combined with the increasing number of communication methods provides challenges and opportunities for all of us. As you embark on your professional career, this course will provide practical tools and experiences that you can leverage as you enter the workplace and hopefully not only make you a better communicator, but also a better accounting professional.

The activities and assignments in this course will leverage the concepts learned in your Organizational Communications course. This course will focus on topics relevant to professional accountants in a variety of industries including building trust, engaging in difficult conversations, developing your brand, and storytelling through data. We will also cover how to effectively communicate with clients, peers, and management and further develop requisite interpersonal skills. By the end of the course, you will have gained skills to engage comfortably and appropriately in a wide variety of professional interactions.

### Course Materials

The course will occur remotely via Zoom. Reading assignments will be based on materials distributed or posted to NYU Classes under "Resources.", as well as one required text: ***Brag!: The Art of Tooting Your Own Horn Without Blowing It*** by Peggy Klaus.

PowerPoint lectures, class videos, and any handouts that are available in electronic form will also be posted to our dedicated NYU Classes site. You will be directed to post assignments to specific NYU Classes locations.

## Learning objectives

By the end of this course, students will be able to:

- Distinguish and decide which communication medium is appropriate for different situations and audiences in an accounting setting (e-mail, instant message, text, phone, in-person, etc. What is appropriate with whom and when?)
- Utilize interpersonal communications skills in one-on-one and in group settings with clients, peers and management.
- Role-play various situations including giving and receiving feedback, how to build trust and have difficult conversations.
- Practice with tools to manage ambiguity and silence in a conversation and art of listening.
- Use storytelling and storytelling with data.
- Synthesize and summarize information.
- Incorporate ethics into routine communications.

## Grading

Grading is based on points awarded for written assignments, both individual and team performance on the final presentation, teamwork, and class participation.

You can accumulate up to 100 points in this course. The higher the number of points, the higher the course grade will be. The exact break points for A, B, C, etc. will be determined at the end of the course. For example, if the highest point total accumulated by any student is 95, then a 95 is an A and the ranges for each grade level will be set from there. Don't forget that participation and attendance are part of the point system.

<b>Grade Components</b>	<b>Percent</b>
Class Participation	10%
Assignments	50%
Final Project	40%
<b>TOTAL</b>	<b>100%</b>

At NYU Stern, we strive to create courses that challenge students intellectually and that meet the Stern standards of academic excellence. To ensure fairness and clarity of grading, the Stern faculty have adopted a grading guideline for core courses with enrollments of more than 25 students in which approximately 35% of students will receive an "A" or "A-" grade. In core classes of less than 25 students, the instructor is at liberty to give whatever grades they think the students deserve, while maintaining rigorous academic standards.

## Class Participation

Our curriculum incorporates in-class individual and team exercises, in-class demonstrations, guest speakers and robust discussions. As a result, your success depends critically on your presence and participation in class. We only have 6 classes together and you are expected to attend all classes.

We have provided a copy of the Student Guide to Online Classrooms on NYU Classes which serves as a reminder of expected behavior. Please make every effort to arrive to class on time and remain for the entire class period. We would appreciate knowing in advance if you are going to arrive to class late or if you will miss class for exceptional reasons. All assignments are expected to be submitted in a timely manner. Late submissions will be penalized, so don't wait until the last minute.

We hope you will be an active participant in class. We will do everything we can to make the classrooms hospitable and respectful environments where you feel comfortable expressing your ideas. We expect you to participate fully and contribute to in-class discussions to get the most out of the curriculum. We reserve the right to adjust your final grade based on your level of participation and professionalism in class.

### **Document assignment guidelines**

How your documents are prepared and delivered is very important. Follow these guidelines explicitly unless instructed otherwise.

1. All written assignments (memos, reports, emails, etc.) must be in the designated format for each assignment.
2. Deliverables will be "turned in" by posting to NYU Classes unless otherwise instructed. Deliverables will likely consist of email, memo, presentation and video format.
3. Assignments must be in a font size of at least 12 points with margins of at least .75".
4. Business documents assigned for this course should follow business style (single-spaced, no indented paragraphs, double-spacing only between paragraphs, etc.) rather than standard academic style (double spaced with indented paragraphs.)
5. If you submit an assignment on NYU Classes, always include your name and your team's name and number, when appropriate, as part of the filename
6. No hand-written documents will be accepted.

### **Assignments**

See Appendix A for detailed information about the deliverables for this course.

### **Final Project**

See Appendix B for detailed information about the Final Project: Executive Interview Assignment.

### **Academic Integrity**

Our undergraduate [Academics Pillar](#) states that *we take pride in our well-rounded education and approach our academics with honesty and integrity*. Indeed, integrity is critical to all that we do here at NYU Stern. As members of our community, all students agree to abide by the NYU Stern Student Code of Conduct, which includes a commitment to:

- Exercise integrity in all aspects of one's academic work including, but not limited to, the preparation and completion of exams, papers and all other course requirements by not engaging in any method or means that provides an unfair advantage.
- Clearly acknowledge the work and efforts of others when submitting written work as one's own. Ideas, data, direct quotations (which should be designated with quotation marks), paraphrasing, creative expression, or any other incorporation of the work of others should be fully referenced.
- Refrain from behaving in ways that knowingly support, assist, or in any way attempt to enable another person to engage in any violation of the Code of Conduct. Our support also includes

reporting any observed violations of this Code of Conduct or other School and University policies that are deemed to adversely affect the NYU Stern community.

The entire Stern Student Code of Conduct applies to all students enrolled in Stern courses and can be found here: [www.stern.nyu.edu/uc/codeofconduct](http://www.stern.nyu.edu/uc/codeofconduct)

To help ensure the integrity of our learning community, prose assignments you submit to NYU Classes will be submitted to Turnitin. Turnitin will compare your submission to a database of prior submissions to Turnitin, current and archived Web pages, periodicals, journals, and publications. Additionally, your document will become part of the Turnitin database.

### **General Conduct & Behavior**

Students are also expected to maintain and abide by the highest standards of professional conduct and behavior. Please familiarize yourself with Stern's Policy in Regard to In-Class Behavior & Expectations (<http://www.stern.nyu.edu/portal-partners/current-students/undergraduate/resources-policies/academic-policies/index.htm>) and the NYU Student Conduct Policy (<https://www.nyu.edu/about/policies-guidelines-compliance/policies-and-guidelines/university-student-conduct-policy.html>).

### **Getting help**

Your team may be a major resource for help—and, of course, you will also be able to get help from your instructor in person, by email or via NYU Classes; and from a variety of NYU and internet sources. Don't be afraid to ask for help.

### **Student Feedback on the Course**

As professionals, not only do we value feedback, but we seek it and treat it as a gift. This is a short course, and instead of waiting to receive the course evaluations at the end of the class, please use [this anonymous form](#) to provide feedback on the course.

## Class Schedule

#	Session	Topic	Assignments
1	Plenary	<b>Welcome</b> <ul style="list-style-type: none"> <li>● Introductions</li> <li>● Course Overview</li> <li>● Introduction Exercise</li> </ul>	<b>Pre-Work:</b> <ul style="list-style-type: none"> <li>● Student Questionnaire</li> <li>● Provide examples of one good and one bad communication and what elements make it good or bad</li> </ul>
	Part A	<b>Communication Styles and Preferences</b> <ul style="list-style-type: none"> <li>● Overview of different styles</li> <li>● Why does this matter</li> <li>● Identifying and Leveraging Preferences to Enhance Communication and Adapt to other styles</li> </ul>	<b>Pre-Work:</b> <ul style="list-style-type: none"> <li>● Complete HBDI Assessment</li> </ul>
	Part B	<b>Communication Frameworks</b> <ul style="list-style-type: none"> <li>● Impact Paradigm (Diane Lennard) <ul style="list-style-type: none"> <li>○ Overview of each of the IMPACT principles</li> <li>○ Why it works</li> </ul> </li> <li>● AIM Framework</li> </ul>	<b>Pre-Work: (Optional)</b> <ul style="list-style-type: none"> <li>● Read <i>Strategic Communication at Work</i>, (pages 1 - 35)</li> </ul>
2	Plenary	<b>Communication Channels</b> <ul style="list-style-type: none"> <li>● Choosing the best approach</li> <li>● Strengths, Weaknesses and Best Practices</li> <li>● Seven C's</li> </ul>	<b>Pre-Work</b> <ul style="list-style-type: none"> <li>● Inc Article and answer related questions</li> </ul>
	Part A	<b>Listening</b> <ul style="list-style-type: none"> <li>● Active Listening</li> <li>● Listening Styles</li> <li>● Embracing Silence</li> </ul>	<b>Pre-Work</b> <ul style="list-style-type: none"> <li>● Podcast with Chris Lee and answer related questions</li> </ul>
	Part B	<b>Communication in Action</b> <ul style="list-style-type: none"> <li>● Planning, Execution, Debrief</li> <li>● Summarizing information</li> </ul>	<b>Homework</b> <ul style="list-style-type: none"> <li>● Executive summary of technical topic</li> </ul>
3	Plenary	<b>Building Trust</b> <ul style="list-style-type: none"> <li>● Trust equation</li> <li>● Trust equation elements</li> <li>● Strategies to become a trusted advisor</li> </ul>	<b>Homework</b> <ul style="list-style-type: none"> <li>● Complete Trust Quotient Assessment and answer related questions</li> </ul>
	Part A	<b>Feedback</b> <ul style="list-style-type: none"> <li>● Real Time Development</li> <li>● Giving Feedback</li> <li>● Receiving Feedback</li> <li>● Practice</li> </ul>	<b>Pre-Work</b> <ul style="list-style-type: none"> <li>● Read Penn Med article</li> <li>● Read HBR article and answer related questions</li> </ul>

	Part B	<b>Personal Brand</b> <ul style="list-style-type: none"> <li>● Definition and Elements</li> </ul> <b>Networking</b> <ul style="list-style-type: none"> <li>● Why Networking is Important</li> <li>● Principles of Networking</li> </ul>	<b>Pre-Work:</b> <ul style="list-style-type: none"> <li>● Read <i>Brag! The Art of Tooting Your Own Horn...</i> and answer related questions</li> </ul>
4	Plenary	<b>Communication and Leadership in a Time of Crisis</b> <ul style="list-style-type: none"> <li>● Keynote and Q&amp;A</li> <li>● Importance of strong communication</li> <li>● Importance of being prepared</li> </ul>	
	Part A and Part B	<ul style="list-style-type: none"> <li>● Case - Business Crisis and Strategic Decision making</li> <li>● Authentic Communication</li> <li>● Vulnerability</li> </ul>	
5	Plenary	<b>Storytelling with Data</b> <ul style="list-style-type: none"> <li>● What is storytelling?</li> <li>● Growth and Importance of Data</li> <li>● Storytelling with Data</li> <li>● Examples and Principles</li> </ul>	<b>Pre-Work:</b> <ul style="list-style-type: none"> <li>● Listen to Nancy Duarte's TedTalk on Storytelling and answer related questions</li> </ul>
	Part A and B	<b>Having Difficult Conversations</b> <ul style="list-style-type: none"> <li>● Role Plays and Debrief</li> <li>● Scenarios: Engagement Economics, Technology Product &amp; Client Roll-out, Audit Engagement Confidential Info, Client Tax Filing</li> </ul>	<b>Pre-work:</b> <ul style="list-style-type: none"> <li>● SCARF video and answer related questions</li> </ul>
6	Plenary	<b>Final Group Presentation</b> <ul style="list-style-type: none"> <li>● 10 min each including Q&amp;A</li> <li>● Feedback</li> </ul> Class Debrief, Summary and Assessment	