



**STERN SCHOOL
OF BUSINESS**

Advanced Communication in Accounting - Fall 2024

Tuesday 6:00 - 9:00 pm: September 15**, 23, 30*
October 7*, 14**, 21

*Class will be held virtually

First call will take place **Monday, September 15th in Location 2-60
October 14th session will combine Monday and Tuesday Sections
Location 2-60

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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 will make you an effective communicator and respected professional accountant.

The activities and assignments in this course will leverage the concepts learned in your Organizational Communications course. This course will deliver important concepts relevant to professional accountants in a variety of industries. You will develop the capacity to: build trust, engage in difficult conversations, develop your brand, and create narratives to persuade and impact client results. We will cover how to effectively communicate with clients, peers, and management that will further develop requisite interpersonal skills. By the end of the course, you will have gained confidence to engage comfortably and appropriately in a wide variety of professional interactions.

Course Materials

The course will occur in person for the first and last class and will occur remotely via Zoom for the others. Preparation for class activities will be based on a number of concepts detailed in a book by communication consultant, Peggy Klaus which focus on learning to proudly tell your story with the

appropriate balance of being confident and professional without being egotistical. “If you don’t speak up for yourself, who will?”

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

Learning objectives

This class is intended to be a safe space to share best practices, gain and share insights on a variety of thought leadership communication topics and explore in our learning “sandbox”. By the end of this course, students will be able to:

- Utilize interpersonal communications skills in one-on-one and in group settings with clients, peers and management.
- Role-play various client and firm situations on feedback, how to build trust and have difficult conversations.
- Become proficient having conversations that are respectful and inclusive in a diverse, global workplace
- Manage ambiguity and silence in a conversation through the art of listening.
- Use storytelling and storytelling with data to persuade and facilitate client decision making.
- Conduct an interview that elicits important information and leads to insight based on intent and task.
- Effectively monitor and own your personal brand and ethical standard.

Grading

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

The higher your weighted average number of percentage points, the higher your course grade will be. The exact break points for A, B, C, etc. will be determined at the end of the course and will be on a relative basis. Don’t forget that participation and attendance are part of the point system.

Grade Components	Percent
Class Participation	10%
Assignments	50%
Final Project	40%
TOTAL	100%

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, and non-core classes, the instructor is at liberty to give whatever grades they think the students deserve, while maintaining rigorous academic standards. For this course, grade distribution will be based on relative performance.

Class Participation

Our curriculum incorporates individual and team exercises, virtual 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 Brightspace which serves as a reminder of expected behavior. For the classes that are occurring virtually, please make every effort to log onto Zoom a few minutes prior to the start of class 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 virtual classrooms hospitable and respectful environments where you feel comfortable expressing your ideas. We expect you to participate fully and contribute to 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 submitted assignments (memos, reports, videos, emails, etc.) must be in the designated format for each assignment. Even if the format in the instructions is not explicitly stated, ensure you submit deliverables that are professional, easy to follow, etc.
2. Deliverables will be “turned in” by posting to Brightspace 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 Brightspace, 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

All assignments will be posted to Brightspace.

Final Project

See [Appendix-FP](#) for detailed information about the Final Project: Reimagining the Future - A deeper look inside the accounting profession

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

To help ensure the integrity of our learning community, prose assignments you submit to Brightspace 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 instructors or TF in person, by email or via Brightspace; 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. Please feel free to submit feedback at any time during the course of our class - verbal or written.

Student Accessibility

If you will require academic accommodation of any kind during this course, you must notify me at the beginning of the course (or as soon as your need arises) and provide a letter from the Moses Center for Student Accessibility (212-998-4980, mosescsa@nyu.edu) verifying your registration and outlining the accommodations they recommend.

For more information, visit the CSA website: <https://www.nyu.edu/students/communities-and-groups/student-accessibility.html>

Student Wellness

Classes can get stressful. I encourage you to reach out if you need help. The NYU Wellness Exchange offers mental health support. You can reach them 24/7 at [212 443 9999](tel:2124439999), or via the “NYU Wellness Exchange” app. There are also drop in hours and appointments. Find out more at:

<http://www.nyu.edu/students/health-and-wellness/counseling-services.html>

Name Pronunciation and Pronouns

NYU Stern students now have the ability to include their pronouns and name pronunciation in Albert. I encourage you to share your name pronunciation and pronouns this way. Please utilize this link for additional information: [Pronouns & Name Pronunciation](#)

Religious Observances and Other Absences

NYU’s [Calendar Policy on Religious Holidays](#) states that members of any religious group may, without penalty, absent themselves from classes when required in compliance with their religious obligations. You must notify me in advance of religious holidays or observances that might coincide with exams, assignments, or class times to schedule mutually acceptable alternatives. Students may also contact religiousaccommodations@nyu.edu for assistance.

NYU Stern is committed to ensuring an equitable educational experience for all students regardless of identity or circumstances and strives to recognize the obligations its students have outside of Stern. Please review all class dates at the start of the semester and review all course requirements to identify any foreseeable conflicts with exams, course assignments, projects, or other items required for participation and attendance. If you are aware of a potential conflict, please contact me as soon as possible to discuss any potential conflicts to determine whether/how they can be accommodated.

Inclusion Statement

This course strives to support and cultivate diversity of thought, perspectives, and experiences. The intent is to present materials and activities that will challenge your current perspectives with a goal of understanding how others might see situations differently. By participating in this course, it is the expectation that everyone commits to making this an inclusive learning environment for all.

Class Schedule

#	Session	Topic	Assignments
1	Monday, 9/15 In-Person Combined Monday and Tuesday Location 2-60	Welcome <ul style="list-style-type: none"> • Introductions • Course Overview • Introduction Exercise 	Submit Before Class (counts toward your grade) <ul style="list-style-type: none"> • Student Questionnaire
	Plenary	Brag! - How to define your brand <ul style="list-style-type: none"> • Personal Brand • Small group discussions • Planning for your Bragologue assignments 	Submit After Class <ul style="list-style-type: none"> • HBDI Assessment by Friday, September 19th at 5:00pm You will receive an email asking to complete the assessment. You also need to unlock results and submit a screenshot to Brightspace.
2	Tuesday 9/23 In-Person Start in Room 5-90 Plenary	Communication Styles and Preferences - HBDI <ul style="list-style-type: none"> • Overview of different styles • Why does this matter • Identifying and Leveraging Preferences to Enhance Communication and Adapt to other style 	Before Class <ul style="list-style-type: none"> • Submit 30 second introduction video - Brightspace by Friday, Sept 19th at 5:00 pm • Listen to the podcast “How to Become a Better Listener” and be prepared to discuss it during class (Note: You may need to subscribe for free to gain access to it). • Ask 3 people to rate your listening on a scale of 1 (lowest) - 10 (highest) and tell you why.
	Part A	Listening <ul style="list-style-type: none"> • Active Listening • Listening Styles • Embracing Silence 	Submit After Class <ul style="list-style-type: none"> • Reflection 1 – Brightspace - by Friday, Sept 26th at 5:00 pm • Complete Brag book and Answer Questions - Brightspace - by Friday Sept 26th at 5:00 pm

	Part B	Presenting with Power <ul style="list-style-type: none"> • Tips & Techniques for a strong presentation • Avoiding pitfalls 	
#	Session	Topic	Assignments
3	Tuesday 9/30 <u>Online</u> Plenary	Inclusive Communication <ul style="list-style-type: none"> • Awareness of inclusive language • Impact of our conversations • Explore cultural dexterity 	
	Part A	Building Trust <ul style="list-style-type: none"> • Trust equation • Trust equation elements • Strategies to become a trusted advisor 	
	Part B	Brag continued.... <ul style="list-style-type: none"> • Small group discussions - Bragologue • 45 second Intro 	
4	Tuesday, 10/7 <u>Online</u> Plenary	Storytelling <ul style="list-style-type: none"> • What is storytelling? • Growth and Importance of Data • Data at work 	Submit Before Class <ul style="list-style-type: none"> • 45 Second Intro - Brightspace by Friday, October 4th at 11:59 PM
	Part A & B	Having Difficult Conversations <ul style="list-style-type: none"> • Role Plays and Debrief • Scenarios: Engagement Economics, Technology Product & Client Roll-out, Audit Engagement Confidential Info, Client Tax Filing 	Submit After Class <ul style="list-style-type: none"> • Outline for final project by October 11th at 11:59 PM • Reflection 2 – Brightspace by Friday, October 10th at 5:00 PM

5	Tuesday, 10/14 <u>In-Person</u> <u>Combined</u> Monday and Tuesday classes Room 2-60	Guest Speakers <ul style="list-style-type: none"> • Expectations in Action - Accounting • Alumni Panel Wellness <ul style="list-style-type: none"> • Managing Your Energy • Optimizing Your Performance 	Submit After Class <ul style="list-style-type: none"> • Reflection 3 – Brightspace by Friday, October 17th at 5:00 PM
#	Session	Topic	Assignments
6	Tuesday, 10/21 <u>In-Person</u>	Final Group Presentations <ul style="list-style-type: none"> • 10 min each including Q&A • Feedback 	Submit Before Class <ul style="list-style-type: none"> • Upload Final Project Presentation to Brightspace
	Closing	Class Debrief, Summary and Assessment	Submit After Class <ul style="list-style-type: none"> • Final Presentation Assignment by Friday, October 24th at 11:59 PM • Course Evaluation - Albert