Course	**ECS 2390 Professional and Technical Communication,** ECS 2390.004
Professor	Wade Crowder, PhD (Professor Crowder or Dr. Crowder)
Term	Fall 2024
Meetings	Tuesdays and Thursdays, 11:30 a.m. – 12:45 a.m. Rm. JO 4.504 In-person instruction

UTD

Professor's Contact Information

Office Location	JO 3.514
Email Address	wac010100@utdallas.edu
Office Hours	Tuesday and Thursday 1:00 p.m. to 2:15 p.m. and by appointment. (Students must **schedule appointments in advance** to confirm availability.)

Course Modality and Expectations

Instructional Mode	**In-person**
Course Platform	In-person instruction: Rm. JO 4.504
Expectations	Student participation is expected and mandatory throughout the semester. Participation means attending and contributing to class discussions and assigned groupwork, and in-person. Failure to participate collaboratively will result in failure to complete assignments as indicated in assignment description: see collaborative assignment ppt on eLearning. In-class participation includes low-level practice speeches and may only be completed on day of presentations.

	UT Dallas Syllabus Policies and Procedures through Fall 2022
In-Person Learning Guidelines	The information below constitutes the University's policies and procedures segment of course syllabi and may be referenced by faculty members in their course syllabi. Instructors of record: Please use the following permanent address when referring to this page: https://go.utdallas.edu/syllabus-policies

General Core Area 010 Communication

Description: Courses in this category focus on developing ideas and expressing them clearly, considering the effect of the message, fostering understanding, and building the skills needed to communicate persuasively. Courses involve the command of oral, aural, written, and visual literacy skills that enable people to exchange messages appropriate to the subject, occasion, and audience.

Core Objectives: **Critical Thinking (CT)–**to include creative thinking, innovation, inquiry, and analysis, evaluation, and synthesis of information
Communication (COM)-to include effective development, interpretation, and expression of ideas through written, oral, and visual communication
Teamwork (TW)-to include the ability to consider different points of view and to work effectively with others to support a shared purpose or goal
Personal Responsibility (PR)-to include the ability to connect choices, actions, and consequences to ethical decision-making

General Course Information

Pre-requisites, Co-requisites, & other restrictions	RHET 1302 and sophomore standing.
Course Description	Expands students' professional and team communication skills and strategies in technical contexts. Integrates writing, speaking, and group communication by developing and presenting technical information to different audiences. Written assignments focus on creating professional technical documents, such as proposals, memos, abstracts, reports and letters. Presentation assignments emphasize planning, preparing and delivering dynamic, informative and persuasive presentations. Attendance at first class is mandatory.

	Textbook:
Required Texts & Materials	Business and Technical Communication: A Guide to Writing Professionally, Fourth Edition by Maribeth Schlobohm and Christopher Ryan. Copyright 2023. This is an online book that can be purchased at the following site: https://he.kendallhunt.com/product/business-and-technical-communication-guide-writing-professionally-0 Textbook purchase is mandatory as purchase of text is the only way to obtain access to mandatory and graded chapter quizzes. Internet connectivity is a requirement for the course. If you do not have a computer and internet connectivity, please let the instructor know and arrangements may be made to assist with both hardware and connectivity challenges.
Suggested Texts, Readings, & Materials	The course uses eLearning, which you should check frequently. Reliable connectivity is necessary for class preparation, submission of assignments, and work on group projects. **All assignments submitted through eLearning must be submitted via eLearning (Turnitin.com) for credit. (Submission of assignments by any other method for work that is assigned to be submitted through eLearning (Turnitin.com) will not be accepted and will result in a grade of zero. Assignments should be submitted in MS Word files (not pdf, .odt, etc.) so that grading comments and edits may be tracked.**
Course Learning Outcomes	1. Ability to enhance credibility through communication that adheres to professional and ethical norms. 2. Ability to adapt to different purposes, constraints, and audiences. 3. Ability to develop arguments with front loaded claims and appropriate evidence. 4. Ability to use visual rhetoric to enhance message effectiveness. 5. Ability to collaborate in a team to research, plan, and present information. 6. Ability to research, draft, and edit documents that adhere to technical and professional standards. 7. Ability to prepare organized speeches and present them with appropriate verbal and nonverbal delivery.

Policy regarding Generative AI:

This course assumes that work submitted by students – all process work, drafts, brainstorming artifacts, final works – will be generated by the students themselves, working individually or in groups as directed by class assignment instructions. This policy indicates the following constitute violations of academic honesty: a student has another

person/entity do the work of any substantive portion of a graded assignment for them, which includes purchasing work from a company, hiring a person or company to complete an assignment or exam, and/or using generative AI tools (such as ChatGPT). **Grammarly.com uses AI assist to generate text**. Do not use Grammarly to assist with composition or other AI generated assistance tools. Do your own writing.

Furthermore, all assignments should be fully prepared by the student. Developing strong competencies in the skills associated with this course, from student-based brainstorming to project development, will prepare you for success in your degree pathway and, ultimately, a competitive career. Therefore, the use of generative AI tools to complete any aspect of assignments for this course are not permitted and will be treated as cheating.

[Student Resources and Wellness]() and PDF

[UTD Student Writing Center]()

[UTD COMM Lab]()

ABET Student Outcomes
For the BE, CE, EE, ME, SE and TE programs (Engineering Accreditation Commission)

a) An understanding of professional and ethical responsibility.
b) An ability to communicate effectively.

For the CS program (Computing Accreditation Commission)

a) An understanding of professional, ethical, legal, security, and social issues and responsibilities.
b) An ability to communicate effectively with a range of audiences.

Assignments & Academic Calendar
[Topics, Reading Assignments, Assignment Due Dates]
The schedule for class topics, readings, and assignments (aside from low-impact assignments, which will be provided in class) is as follows (and please note that all chapter readings are expected to be completed before each class on the dates the chapters are assigned.)

University Policy and Record for Student Identity:
https://policy.utdallas.edu/utdpp1115

Official Academic Calendar Fall 2024

Monday, Aug. 19
Introduction of syllabus, textbooks, students, and instructor
Importance of professional and technical communication, soft skills
Expectations, overview, Daily Minute (each student will introduce him or herself, tell major, and give a brief summary or bio. . .**who are you? in 60 seconds!** Past Present Future)

*In preparation for first and third writing assignments: Join UTD Handshake,
https://career.utdallas.edu/career-resource-library/job-internship-search-strategies/

Wednesday Aug. 21
Read and be ready to discuss Chapter 1 from text Principals of Professional & Technical Communication:
Chapter 1 electronic quiz due prior to class. (Students are required to read the chapter from assigned text and complete the electronic quiz.)

Sign and return the course syllabus as last page of 250 words or fewer Autobiographical Narrative that tells about your Writing/Speaking History? Submit to Turnitin.com through eLearning Homepage prior to end of day.

Monday, Aug. 26
Ethical considerations: find and read your code of ethical behavior for your chosen field of study. See Chapter one of text for link to code of ethics for your major; ie.
https://www.computer.org/education/code-of-ethics

Be able to explain the primary ethical points, without reference to text, for your chosen field.

***Define, assign, and explain Career Assignment using ppt on eLearning. Provide examples*

Wednesday, Aug. 28
Audience
Reading: Chapter 2 Audience **(Chapter 2 electronic quiz due prior to class.)**

Cross-cultural audiences

Formatting for Cover Letter and Resume assignment
1-page Cover letter format, style, POV, NO 2nd person
Creating and modifying a transitional resume

Career Assignment: Define assignment using ppt from eLearning folder found on homepage.

Students will use memo format to describe the process of exploring Job and Internship Strategies by attending a UTD Job Center Online live session found here:
https://career.utdallas.edu/career-resource-library/job-internship-search-strategies/

Monday, Sept. 2
(Labor Day, No class meeting)

Wednesday, Sept. 4
Communication in the pursuit of employment (part I)
Reading: Chapter 3 Gaining, Retaining, and Advancing Employment **(Chapter 3 electronic quiz due prior to class.)**

Submit Cover Letter and Resume assignment to Turnitin.com on ECS 2390 Homepage link prior to end of day.

*(Submit cover letter and resume as one document, two pages, due in Turnitin.com found on eLearning Homepage prior to end of day.)

(Turnitin will also provide an electronic receipt of submission for validation of assignment uploaded. If students do not check for receipt, they are subject to receive late point deductions or zero credit for the assignment if not received.)

Monday, Sept. 9
Communication in the pursuit of employment (part II) No reading assignment
***Define and explain **Cross Cultural assignment** using ppt on eLearning. Provide examples*

Wednesday, Sept. 11
Correspondence
Reading: Chapter 4 Social Media and Intellectual Property **(Chapter 4 electronic quiz due prior to class.)**

Monday, Sept. 16
Working in teams
Reading: Chapter 5 Working and Writing Collaboratively **(Chapter 5 electronic quiz due prior to class.)**
(Show TED Video for Teamwork)
In class: Assign teams for team project

Wednesday, Sept. 18 **WARNING: Two Quizzes due on this date!**
(**Chapter 6 Quiz due**: Document, Poster, and Presentation Design)
Instructive communications
Reading: Chapter 7 Telephone, Text, Email, Letters and Memos **(Chapter 7 electronic quiz due prior to class.)**

*Submit Career assignment

Monday, Sept. 23
No In-class Meeting: complete the assignments below.
Reading: Chapter 8 Reports, Proposals, and White Papers **(Chapter 8 electronic quiz due prior to end of day.)**

Submit Cross-cultural assignment *(same process as Cover-letter/Resume; see Sept. 5 instructions) prior to end of day.*

Wednesday, Sept. 25
Design
Reading: Chapter 9 Stand Alone and Supplemental Documents **(Chapter 9 electronic quiz due prior to class.)**

Monday, Sept. 30
Presentations
Reading: Chapter 10 Presentations **(Chapter 10 electronic quiz due prior to class.) Get caught up on class quizzes asap, but no later than a week after due date.**

Wednesday, Oct. 2
Work on Team Presentations for all teams: meet discuss, present several attention-grabbing introductions for critique

Monday, Oct. 7
Writing Individual Project Proposals: examples, samples, template, and more

**(Deadline for Feasibility Rough Draft October 7 due before class meets!!)

Review feedback for feasibility RD

Wednesday Oct. 9
Write individual project proposals (in class) for Recommendation Report

Review feedback for feasibility RD

Monday, Oct. 14
Team Presentations in-class
(Submit Team Feasibility Written Report assignment to Turnitin (one member per team responsible for uploading)

Wednesday, Oct. 16
Team Presentations in-class

Monday, Oct. 21
Presentation practice: Individual project Recommendation proposal presentations (in class)
Students will practice Attention-Grabbing Intro and Establishment of Need

Wednesday, Oct. 23
Review Formatting and Grading Rubrics for Recommendation Reports
Break into groups for individual speech practice and delivery for peers.

Monday, Oct. 28
Presentation practice Review Formatting and Grading Rubrics for Recommendation Reports
Break into groups for individual speech practice and delivery for peers.

Wednesday, Oct. 30
Individual meetings; Review rough draft of Recommendation Report
Only those with appointments need to attend.

** (Recommendation Rough Draft Due in Turnitin.com all students)

Monday, November 4
Individual meetings; Review rough draft of Recommendation Report
Only those with appointments need to attend.

Wednesday, Nov. 6
Individual meetings; Review rough draft of Recommendation Report
Only those with appointments need to attend.

Monday, Nov. 11
Individual meetings; Review rough draft of Recommendation Report
Only those with appointments need to attend.

Wednesday, Nov. 13
Individual meetings; Review rough draft of Recommendation Report
Only those with appointments need to attend.

Monday, Nov. 18
Individual final presentations of Recommendation Report due; all attend

Wednesday, Nov. 20

Individual final presentations of Recommendation Report due; all attend

Submit Individual Recommendation Report assignment (all students, regardless of presentation date)

November 25 – Dec. 1   Thanksgiving Break

Monday, Dec. 2
Individual presentations; all attend

Wednesday, Dec. 4
Individual presentations; all attend
Submit Final Reflection prior to end of day

End of course!

Course Policies

Grading
Assignment and Grade Values
Grading is based on the UTD Undergraduate Catalog and a 1000-point cumulative scale for points earned from assignments. Grades are awarded according to the grids on the following page.

Grade	Cumulative Credit Points
A+	970-1000
A	930-969
A-	900-929
B+	870-899
B	830-869
B-	800-829
C+	770-799
C	730-769
C-	700-729
D+	670-699
D	630-669
D-	600-629
F	0-599

Credit points are awarded based upon the following maximum values per assignment or competency:

ASSIGNMENT	VALUE
Resume and Cover Letter Assignment	100
Cross-Cultural Assignment	100
Career Assignment	100
Team Feasibility Written Report + Gantt	100
Team Presentation (and Team Collaboration)	100
Individual Recommendation Report (Rough Draft 25%, Final Draft 75% of total)	200
Individual **Presentation**	100
Chapter Quizzes	100
Final Reflection/*Participation & Attendance*	100
TOTAL POINTS	**1000**

Note: Students must complete and submit major assignments (Team Feasibility Reports and Individual Recommendation Report) and complete the Team and Individual Presentations to pass the course, regardless of cumulative average.

Class Attendance

Regular and punctual class attendance is documented, expected, and required. Students who fail to attend class regularly are inviting scholastic difficulty, and low attendance may impact one's final grade average. Late arrivals will convert to an absence after 10 minutes of late arrival. Two late arrivals will be recorded as an absence on the second late arrival. Attendance and timely arrivals are recorded for all class meetings. If a student is counted absent and they in fact were a late arrival, they must contact the professor within the first 24 hours after the absence was recorded.

Class Participation

Regular class participation is expected and required. Again, students who fail to participate in class regularly are inviting scholastic difficulty. A portion of the grade for this course is directly tied to the student's participation in this class. It also includes engaging in group or other activities during class that solicit your feedback on homework assignments, readings, or materials covered in the lectures. Class participation is documented by faculty. Successful participation is defined as consistently adhering to university requirements, as presented in this syllabus. Failure to comply with these University requirements is a violation of the Student Code of Conduct.

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Class Recordings

Students are expected to follow appropriate University policies and maintain the security of passwords used to access recorded lectures. Unless the Office of Student AccessAbility has approved the student to record the instruction, students are expressly prohibited from recording any part of this course.

Recordings may not be published, reproduced, or shared with those not in the class, or uploaded to other online environments except to implement an approved Office of Student AccessAbility accommodation. Failure to comply with these University requirements is a violation of the Student Code of Conduct.

The instructor may record meetings of this course. Any recordings will be available to all students registered for this class as they are intended to supplement the classroom experience. Students are expected to follow appropriate University policies and maintain the security of passwords used to access recorded lectures. Unless the Office of Student AccessAbility has approved the student to record the instruction, students are expressly prohibited from recording any part of this course.

Recordings may not be published, reproduced, or shared with those not in the class, or uploaded to other online environments except to implement an approved Office of Student AccessAbility accommodation. If the instructor or a UTD school/department/office plans any other uses for the recordings, consent of the students identifiable in the recordings is required prior to such use unless an exception is allowed by law. Failure to comply with these University requirements is a violation of the Student Code of Conduct.

Make-up Exams	No exams will be given, so no make-ups are necessary. Quizzes will be given for chapter readings and should be completed prior to the class session in which the chapter is covered. Otherwise may result in 0 credit for the quiz.
Extra Credit	No extra credit will be offered.
Late Work	All assignments are due on the assigned date. Similarly, all presentations are to be conducted on the assigned dates. If the date for your presentation or any deliverable is a problem, you must notify me as soon as possible so that we can address the situation and consider any alternatives. Do not request a new date and time for a presentation in class on the day your presentation is scheduled. It cannot be rescheduled at that point, and you will receive a zero for your grade if you are not able to present. Late submissions for written work will receive a 33% deduction if submitted within 24 hours of the deadline. Another 33% (for a total of 66%) deduction will be applied if submitted between 24 hours and 48 hours after the deadline. After 48 hours, no credit will be given for the assignment. Please note that the time posted in eLearning will serve as the official time of submission. Incorrect attachments will be evaluated as final submissions, unless alternative submissions are made to the instructor via UTD email prior to the assignment's deadline. If class is canceled for any reason, including inclement weather, the posted assignment due date is still the deadline for the assignment. Please also note that seconds, minutes, or hours late all qualify as being late. Build in sufficient time when submitting assignments to ensure that the eLearning posted time is prior to the deadline.
Special Assignments	No special assignments are anticipated.
Personal Circumstances	If personal circumstances impact your performance, please address the circumstances with me as soon as possible. It is possible that we will be able to work around your situation if we can address the circumstance when it arises. Initiating the conversation late in the semester or well after the situation has arisen will limit the likelihood of us finding alternatives or any opportunity to work around your personal circumstances.
Deadlines	In industry-related technical communication and in just about any other part of the working world, deadlines are a reality. Failure to meet deadlines leads to issues such as costly delays in product releases, breaking of contracts, lost current or future business, and inconvenienced co-workers. Consequently, this class will focus on the need to meet deadlines. Late or incomplete assignments will be penalized 33% of the assignment grade. For late assignments, the 33% deduction applies to each 24-hour period following the assignment deadline. After 72 hours, an assignment that has not been submitted will receive a score of 0.
Classroom Citizenship	Students are expected to operate in the classroom in a civil and professional way. Similarly, when working with classmates on projects outside the classroom, students are expected to work with fellow students in a cooperative manner. **Business casual attire** is required for major presentations.
UT Dallas Syllabus Policies and Procedures	*The information contained in the following link constitutes the University's policies and procedures segment of the course syllabus.* *Please go to http://go.utdallas.edu/syllabus-policies for these policies.*

The descriptions and timelines contained in this syllabus are subject to change at the discretion of the Professor.

Please acknowledge that you have received and read this syllabus.

Signature:_____   Date: _____

_____
Student's Printed Name

*Instructions for electronic signature: download and save this signature page and provide your electronic signature by either using a scripted font or draw tool or draw with track pad and sign with your finger or preferred stylus.

Sign the last page of this document to indicate you've read the entire syllabus and then copy and paste this page number 12 as the last page of the intro writing assignment.