



ECS 2390 Section: 009
Professional & Technical Communication
Spring 2025
Course Syllabus

Course Information

Professor Information

Name:	Dr. Candie McKee-Williams
Office:	Jonsson Academic Building JO 3.548 (phone TBA)
Office Hours:	Mondays and Wednesdays: 9:00 to 10:30 a.m. Tuesdays & Thursdays: 11:30 to 12:30 p.m. (ask for appointment)
E-mail:	cdm230002@utdallas.edu
Course Meetings:	Room JO 4.504 M: 4 to 5:15 p.m.
Course Modality:	Hybrid, with in-person meetings on Mondays.

Course Prerequisites, Co-requisites, and Other Restrictions

Students will have completed RHET 1302 and will have junior standing. Students should also have computer access and should be prepared to write at a college junior or senior level.

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.

Mental Stimulation

Consider this course an investment in yourself as a professional: you will practice communication techniques related to various media and situations related to industry and strengthen your critical thinking and communication (written and verbal) skills. Often the deciding factor between evenly qualified candidates is the ability to communicate well.

Course Learning Outcomes

ECS 2390 is designed to help students achieve the following:

- **CO 1. Enhance credibility** through communication that adheres to professional norms.
- **CO 2. Adapt** to different purposes, situations, and audiences.
- **CO 3. Develop arguments** with front-loaded claims and appropriate and persuasive evidence.
- **CO 4. Apply principles of visual rhetoric** to relay data and to enhance message effectiveness.
- **CO 5. Collaborate** in a team to research, plan, and present information.
- **CO 6. Research, draft, and edit documents** that adhere to technical and professional standards.
- **CO 7. Prepare organized speeches and present** them with appropriate verbal and nonverbal delivery.

ABET Student Outcomes

The following outcomes align with accreditation requirements:

Programs	Student Outcomes
BE, CE, EE, ME, SE and TE Programs (Engineering Accreditation Commission)	<ul style="list-style-type: none"> • ABET 01. An understanding of professional and ethical responsibility • ABET 02. An ability to communicate effectively
CS Program (Computing Accreditation Commission)	<ul style="list-style-type: none"> • ABET 03. An understanding of professional, ethical, legal, security, and social issues and responsibilities • ABET 04. An ability to communicate effectively with a range of audiences

General Core Area 010 Communication

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	Application
Critical Thinking (CT)	GC 01. Include creative thinking, innovation, inquiry, and analysis, evaluation, and synthesis of information
Communication (COM)	GC 02. Include effective development, interpretation, and expression of ideas through written, oral, and visual communication
Teamwork (TW)	GC 03. 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)	GC 04. Include the ability to connect choices, actions, and consequences to ethical decision-making
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Required Texts and Materials

- This course **requires** one textbook; you must purchase the eBook, 4th edition, from the Kendall Hunt Website or the UTD Bookstore.
M. Schlobohm and C. Ryan, *Business and Technical Communication: A Guide to Writing Professionally*, 4th ed. Dubuque: Kendall Hunt Publishing Co, 2014. ISBN 978-1-7924-0392-7
- You can purchase the eBook and access at the UTD Bookstore or online:
<https://he.kendallhunt.com/product/business-and-technical-communication-guide-writing-professionally-0>
- Additional texts will be listed for each module. You can access those through the online McDermott Library collection or online. Some resources are also linked in the course content.

TECHNICAL INFORMATION

Technical Requirements and Resources for Hybrid and Online Students

You need dependable Internet connectivity to access course materials and UTD email (check at least every 48 business hours). Submit assignments per instructions for credit. You also need a confident computer and Internet literacy level, and meet a certain minimum technical requirement to learn successfully. Review [the Getting Started with eLearning Web page](#).

Course Access and Navigation

The course can be accessed [using your UT Dallas NetID account and logging in to eLearning](#). To become familiar with the eLearning tool, see [Student eLearning Tutorials](#). UT Dallas provides eLearning technical support 24 hours a day, 7 days a week. [The eLearning Support Center services](#) include a toll-free telephone number for immediate assistance (866.588.3192), email request service, and an online chat service.

We will use a variety of tools in this course. If you struggle to learn the tools, immediately make an appointment to meet with the instructor so you can work through a tutorial and some personal instruction. We may use Blackboard Collaborate, Microsoft Teams, TurnItIn, eLearning, Quinnia, and recording and playback software. You should also format and design all course content in Microsoft Word, an industry standard.

Note that if you use Google Docs, you are responsible for proofreading and eliminating the design issues that occur when a document is shifted from GoogleDocs to Word.)

When using eLearning and Blackboard Collaborate, you should use Chrome; other browsers struggle with audio and video in this portal.

Server Unavailability or Other Technical Difficulties

The university is committed to providing a reliable learning management system to all users. In the event of unexpected server outage or unusual technical difficulty that prevents students from completing a time-sensitive assessment activity, the instructor will provide an accommodation based on the situation. If you have any problems, immediately report to the instructor and contact [the online eLearning Help Desk](#) to get help resolving issues.

Distance Learning Student Resources

Online students can access all campus resources, including the McDermott Library, Academic Advising, and the Office of Student AccessAbility.

Communication

This course utilizes online tools for interaction and communication. For more details, visit [the eLearning Tutorials Web page](#) for video demonstrations on eLearning tools.

All official email correspondence must go to and come from official UTD emails.

Communication is part of your coursework. Therefore, in all correspondence, you should

- Communicate clearly, respectfully, and professionally. (Include text in all emails.)
- Include the course name and a brief subject in the subject line.
- Greet the recipient and include a signature. (Both are required in the first email of a thread.)
- Allow 48 business hours (M–F) for response to emails.

UTD POLICIES

UTD Policies

Students are required to know and follow [UTD policies \(per the UTD Provost\)](#).

Course Modality and Expectations

Instructional Mode and Course Platform

This course is offered as a hybrid course in JO 4.504 on Mondays. Half of the content will be provided online, and assignments will be submitted online unless otherwise noted.

Expectations

Students are expected to attend in-class meetings, engage with their classmates and instructor, take ownership of their learning, and submit work by deadlines.

COVID-19 Guidelines and Resources

The information contained in the following link lists the University's COVID-19 resources for students and instructors of record. Please see <http://go.utdallas.edu/syllabus-policies>.

Class Participation

Regular class participation is expected regardless of course modality. Students who fail to participate in class regularly are inviting scholastic difficulty. A portion of the grade for this course is directly tied to your participation in this class: engaging in group or other activities during class meetings and in course portals 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.

Class Recordings and Course Materials

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

The instructor will provide access to recordings in the Teams Group through Stream and course materials through eLearning. Recordings and materials will be available to all students registered for this class. Recordings and course materials may not be published, reproduced, or shared with those not in the class or uploaded to other online environments. Failure to comply with these University requirements is a violation of the Student Code of Conduct.

Students are expected to follow appropriate university policies and maintain the security of passwords used to access recorded lectures, course materials, and synchronous course meetings. The instructor or a UTD school/department/office may use videos for other uses, as students are signing UTD Talent Forms.

Accommodations for Student Accessibility

The UT Dallas Office of Student AccessAbility (OSA) provides students with the opportunity to register disabilities, in compliance with the 1972 Americans with Disabilities Act. For more information, visit the office's Web site. Students who have questions about receiving accommodations, or those who have, or think they may have, a disability (mobility, sensory, health, psychological, learning, etc.) are invited to contact the OSA for a confidential discussion.

The University of Texas at Dallas seeks to make reasonable accommodations for students with properly documented disabilities. However, written notification from the OSA is required. If you are eligible to receive an accommodation, please schedule a one-on-one meeting with the instructor.

Title IX and Student Safety and Confidentiality

Students considering sharing personal information in email, in person, or within assignments or exams with faculty should be aware that faculty members and teaching/research assistants are required by UT Dallas policy to report information about sexual misconduct to the UT Dallas Title IX Coordinator.

Students who wish to confidentially discuss incidents related to sexual harassment or misconduct should contact one of the following resources.

Resource	Contact Method
UTD Student Counseling Center	972.883.2527 after hours 972.UTD.TALK or 972.883.8255
UTD Gender Center	972.883.8255
Clergy, Off-Campus Resources	(Personal—Rape Crisis Center, Physician, Psychologist)

Students who are sexually assaulted or harassed or who are victims of sexual misconduct, domestic violence, or stalking are encouraged to directly report these incidents to the UT Dallas Police Department at 972.883.2222 or to the Title IX Coordinator at 972.883.2218.

If you experience sexual assault, harassment, or misconduct and you report the situation to me, I am available to meet with the Title IX Coordinator with you to provide support.

References, Copyright, and Plagiarism

The copyright law of the United States governs reproduction of copyrighted materials, including music and software. Copying, displaying, reproducing, or distributing copyrighted works may infringe the copyright owner's rights, and such infringement is subject to appropriate disciplinary action as well as criminal penalties provided by federal law. Usage of such material is only appropriate when that usage constitutes "fair use" under the Copyright Act.

UTD has a no-tolerance policy for plagiarism, copyright infringement, or scholastic dishonesty (including missing citations). If you do not cite your sources with in-text and end-of-text citations using IEEE citation format (or an alternative with instructor consent), if you include direct quotes without quotation marks, or if you publish someone else's work without permission, your work will be referred to UTD's Office of Community Standards and Conduct for investigation.

Abide by UTD's Student Code of Conduct. Visit:

- [UTD's Standards for Academic Integrity](#)
- [UTD's Student Policies](#)
- [UTD's Examples of Academic Dishonesty](#), and the
- [UTD Student Code of Conduct](#) for information and examples.

The use of AI is considered scholastic dishonesty. As a professor, I am aware of the developing AI technology but know that technology is not neutral. **As a college student, you are here to develop your knowledge and skills; AI cannot do that for you. The submission of AI-generated work as your own will be considered a violation of the college's academic integrity policy and placed in the institutional process for plagiarism.** All work submitted by you must be your work. I believe you can complete all work in the class successfully. Believe in yourself.

Attendance

Please treat this class as a job. Attend class, team meetings, and conferences, and be punctual; tardiness interrupts class and is disrespectful to your classmates.

UTD excuses absences for a student to observe a religious holy day in a place of worship that is exempt from property tax under Section 11.20, Tax Code, Texas Code Annotated. The student must notify the instructor *before* the holiday and must submit missed work *before* the absence. If a student and instructor disagree about an absence related to a religious holy day, either party may request a ruling from the CEO of the institution, who will consider the legislative intent of TEC 51.911(b).

UTD also excuses absences with documentation due to medical emergencies involving a student (hospitalization) or the student's immediate family (hospitalization or death).

Course Policies

Use of AI

Please see the statement under "References, Copyright, and Plagiarism" on the previous page.

Late Work

Missed work (submissions and presentations) result in a zero (0) on the assignment unless you provide documentation of a medical emergency.

If you miss turning in an assignment or receive a lower grade than you prefer, you can use the sonic screwdriver once a semester. See below.

Sonic Screwdriver

Sometimes things happen. If you miss a deadline or rush through an assignment or misunderstand expectations on an assignment, you can use the sonic screwdriver provided to you in class.

- **Group Assignments, Presentations and In-Class Activities are not eligible for the Sonic Screwdriver.**
- Write your first and last name and student ID number on the back.
- Use this option once (1) a semester. If you use this option, you will not lose points for late work or any percentage of points.
- Use this option within 4 (four) weeks after the deadline for the initial assignment.

Extra Credit

During the group assignment, you will have an opportunity to earn extra credit. This involves supporting other teams and helping them succeed. You will receive an email with specific instructions on what to do and how much you'll earn.

Grading Criteria

Grades in this class reflect whether you:

- Fulfill objectives for the class and complete course assignments with excellence.
- Employ rhetorical strategies that develop logical arguments.
- Support your ideas and arguments with analysis and evidence from credible sources.
- Use correct mechanics and strong style and structure. Edit and proofread all documents.

- Manage your time effectively to meet deadlines.
- Ethically present information, address copyright, and correctly cite resources.
- Present yourself professionally in all communication and respect your classmates and instructor.

Students receive grades according to the following (standard UTD) scale of 1000 points:

930–1000 = A	900–929 = A–	
870–899 = B+	830–869 = B	800–829 = B–
770–799 = C+	730–769 = C	700–729 = C–
670–699 = D+	630–669 = D	600–629 = D–
0–599 = F		

Grades will be calculated per the above scale with no rounding.

- “A” reflects outstanding work that meets all objectives in strength and analytical value and with excellence.
- “B” reflects satisfactory work.
- “C” reflects work that fulfills course requirements but that contains issues that decrease the student’s effectiveness or indicate limited understanding.
- “D” reflects work that contains numerous issues and does not meet course objectives.
- “F” reflects unacceptable or missing work.

Grading is based on the UTD Undergraduate Catalog and a 1000-point cumulative scale for points earned from assignments.

Course Deliverables (Assignments)

This course requires you to produce several workplace deliverables (assignments). Outcomes related to each deliverable are noted (see pg. 2 for outcome number references). The deliverables include:

Meets Outcomes	Deliverable (Assignment)	Points
Job-Related Documents		17.5%
CO 01-03, 06-07 GC 01,02,04	• Mock-Interview (three separate posts)	75 pts
CO 01-03, 06-07 GC 01,02,04	• Application Package (Cover Letter and Resume)	100 pts
Cultural Communication Project		10%
CO 01-04, 06-07 GC 01,02,04	• Cultural Memo*	50 pts
CO 01-04, 06-07 GC 01,02,04	• Cultural Presentation*	50 pts
Collaborative Project		45%
CO 01-07 GC 01-04	• Team Contract and Proposal	100 pts
CO 01-04, 06-07 GC 01,02,04	• Research Plan (individual assignment)	50 pts
CO 01-04, 06-07 GC 01, 02, 04	• Progress Report (individual assignment)	50 pts
CO 01-07 GC 01-04	• Team Project*	100 pts
CO 01-07 GC 01-04	• Team Presentation*	100 pts
CO 01-04, 06-07 GC 01, 02, 04	• Team Evaluation (individual assignment)	50 pts
Final Reflection Lessons Learned		5%
CO 01-04, 06-07 GC 01, 02, 04	• Lessons Learned (individual assignment, paired with last mock interview)	50 pts
Low-Impact Assignments		22.5%
CO 01-04, 06-07 GC 01, 02, 04	• E.g. Drafts, Reviews, Quizzes (individual assignments)	225 pts
Total		1000pts

Group Assignments

The professor monitors Group assignments to ensure teams are functioning well and help teams solve problems. The assignments are worth 30% of your overall grade. **As a leader of this class, I spend a lot of time coaching you on how to complete all deliverables successfully. You will be fine if you are doing your work and giving your best effort.**

Students who do not provide the agreed-upon work will receive a grade related to the percentage of work they submit. If students complete only 10% of the work they agree to do when the project plan is developed, they will receive a grade that reflects 10% of the final grade on the report and presentation. Why? In the workplace, persons who do not deliver on their goals have repercussions up to dismissal.

Individual Assignments

The individual assignments are worth 70% of your overall grade.

***Note:** These assignments are required for the student to pass the course; missing one of these assignments results in an automatic F in ECS3390, per program policy.

Time Expectations

ECS 3390 is a 3-hour college course. Therefore, according to the Carnegie Unit, for this lecture/practicum course, a student will spend 6–9 hours a week on this course. You will want to plan accordingly.

Comet Creed

In this class, we will abide by the student-created Comet Creed:

"As a Comet, I pledge honesty, integrity, and service in all that I do."

Changes to Syllabus and/or Schedule

The instructor reserves the right to change this syllabus if necessary to help students accomplish the Course Objectives.

Abbreviated Course Calendar

A detailed schedule can be found in a separate document within the online classroom.

Modules/Weeks	Weekly Topics
Week 1 Module 1	<ul style="list-style-type: none"> Introducing ECS 2390, Instructor, and Students Who am I as a Communicator? Principles of Technical Communication
Weeks 2-5 Module 2	<ul style="list-style-type: none"> Employment in STEM Fields
Weeks 6-7 Module 3	<ul style="list-style-type: none"> Cross Cultural Communication
Weeks 8-16 Module 4	<ul style="list-style-type: none"> Recommendation Reports (other modules occur during this timeframe. The other modules support Module 4)
Week 10 Module 5	<ul style="list-style-type: none"> Project Plans/Feasibility Reports
Week 11-12 Module 6	<ul style="list-style-type: none"> Research: Primary and Secondary, including defining, planning, and citing research
Week 13 Module 7	<ul style="list-style-type: none"> Progress Reports/Memos
Week 14 Module 8	<ul style="list-style-type: none"> Presenting Technical Information *
Week 16 Module 9	<ul style="list-style-type: none"> Lessons Learned

Note*: Weeks 15 and 16 involve teams presenting their final reports.

Course Syllabus Contract

I have read the course syllabus and the university policies (<http://coursebook.utdallas.edu/syllabus-policies>). I understand that content and communication related to this course may be used for future examples and research but that my identity will be blinded and my confidentiality will be protected if content is used. I also understand that my contact information listed on this contract will ONLY be used for course-related activities and information.

By signing this contract, I acknowledge that I have read the policies and this syllabus and that I am expected to abide by ALL university policies; to attend class; and to submit quality, unique work by all deadlines to fulfill requirements for this class.

Class Prefix, Number, and Section

Signature

Date

Student ID Number

Mobile Phone Number

Sonic Screwdriver

I, _____, am submitting this page for a chance to rework an assignment for a full-point regrade; the assignment is _____ assignment. The original assignment due date was _____, and I will turn in my assignment within four (4) weeks of that date. The assignment will be turned in on _____. I understand that if I fail to meet this date the assignment will not be regraded and this contract is null.

By signing this contract, I acknowledge that I have read the policies and this syllabus and that I am expected to abide by ALL university policies; to attend class; and to submit quality, unique work by the deadline to fulfill requirements for this class.

Class Prefix, Number, and Section

Signature

Date

Student ID Number

email

Talent Release Form

THE UNIVERSITY OF TEXAS AT DALLAS

P.O. Box 830688, Richardson, Texas

For valuable consideration, I do hereby authorize The University of Texas at Dallas, and those acting pursuant to its authority, to

- a. Record my participation and appearance on videotape, audiotape, film, photograph or any other medium.
- b. Use my name, likeness, voice and biographical material in connection with these recordings.
- c. Exhibit or distribute such recording in whole or in part without restrictions or limitation for any educational or promotional purpose, which The University of Texas at Dallas, and those acting pursuant to its authority, deem appropriate.
- d. Exhibit or distribute any written documentation in whole or in part without restrictions or limitation for any educational or promotional purpose, which The University of Texas at Dallas, and those acting pursuant to its authority, deem appropriate.

This release shall remain in effect unless revoked in writing.

Name: _____ Student ID: _____

Phone No.: _____ Email: _____

Signature: _____ Date: _____

Witnessed by Dr. Candie McKee-Williams, Professor