



Course Title: ECS 2390 Professional and Technical Communication

Credits: 3

Mode of Instruction: Hybrid (online and in-person)

Prerequisites: RHET 1302

Classroom: Thursday, 4:00pm – 5:15pm AD 3.314

Professor: Letitia Davis

Email: letitia.davis@utdallas.edu

Telephone: 972-993-6167

Office Hours: MS Teams Wednesday 12:30-2:20pm CST

Meeting ID: 219 428 065 606

Passcode: EQ2wa6Vq

Course Materials

The textbook is **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: **Online Textbook purchase site.**

Please note that earlier editions of the textbook may not be used for the course, as the current edition has a number of changes from previous editions.

Course Description

In this course, you'll develop practical communication skills that engineering and computer science professionals use every day. You'll work on real-world writing, speaking, and team collaboration projects that prepare you for future internships and careers. *Attendance at first class mandatory.*

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.

Tips for Success in ECS 2390

This course is designed to prepare you for the professional communication demands of your future career. The following tips will help you stay on track,

make the most of your learning, and build skills you can use long after the semester ends.

- **Attend and Engage:** Be present in every class session, whether on campus or online. Contribute to discussions, ask questions, and actively participate in group work.
- **Meet Deadlines:** Treat deadlines as a professional commitment. Submit your work on time to avoid penalties and to maintain momentum in your learning.
- **Communicate Professionally:** Use respectful, clear, and concise language in all interactions—whether written, spoken, or online.
- **Use Resources Early:** Seek help from the Student Success Center, writing resources, and your professor before small issues become big problems.
- **Practice Ethical Work:** Produce original work and cite all sources. Avoid plagiarism and ensure your contributions meet professional and academic integrity standards.
- **Stay Organized:** Track due dates, keep files labeled and accessible, and review the course site regularly for updates.
- **Give and Receive Feedback:** Offer constructive input to peers and be open to feedback on your work—it's an essential part of professional growth.

Student Learning Objectives/Outcomes

Student outcomes reflect if you (the student)

- Fulfill learning 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, cited 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.

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.

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

ECS2390 is designed to help you achieve the following:

- *Enhance credibility* through communication that adheres to professional norms.
- *Adapt tone and voice* to different purposes, situations, and audiences.
- *Develop arguments* with front-loaded claims and appropriate and persuasive evidence.
- *Apply principles of visual rhetoric* to relay data and to enhance message effectiveness.
- *Collaborate* in a team to research, plan, and present information.
- *Research, draft, and edit documents* that adhere to technical and professional standards.
- *Prepare and present organized speeches* with appropriate verbal and nonverbal delivery.
- *Cite sources* in IEEE citation style.

ABET Student Outcomes

The following outcomes align with accreditation requirements:

<i>Programs</i>	<i>Student Outcomes</i>
BE, CE, EE, ME, SE and TE Programs (Engineering Accreditation Commission)	<ul style="list-style-type: none"> • Understanding of professional and ethical responsibility • Ability to communicate effectively
CS Program (Computing Accreditation Commission)	<ul style="list-style-type: none"> • Understanding of professional, ethical, legal, security, and social issues and responsibilities • Ability to communicate effectively with a range of audiences

Technical Requirements

In addition to a confident level of computer and Internet literacy, certain minimum technical requirements must be met to enable a successful learning experience. Please review the important technical requirements on the **Getting Started with eLearning** webpage.

Course Access and Navigation

This course can be accessed using your UT Dallas NetID account on the **eLearning** website.

Please see the course access and navigation section of the Getting Started with eLearning webpage for more information.

Student Resources

UT Dallas Service	Purpose of Service
<u>Student Services & Support</u>	Free tutoring and writing support to help you strengthen assignments
<u>Student Success Center</u>	This is your portal to achieving academic success at UT Dallas. Whether you are seeking review sessions, tutoring, or other approaches for academic support, our team makes every effort to assist students in meeting their academic goals across a wide variety of subject areas.
<u>Center For Students Recovery</u>	The CSR provides a safe, supportive community in an effort to enhance student's ability to thrive socially and academically while living in recovery.
<u>Student Health Center</u>	The Student Health Center (SHC) provides primary and preventative care to currently enrolled students who have paid the medical services fee along with their tuition.
<u>AccessAbility Resource Center</u>	The ARC provides disability and accessibility services to students and employees.
<u>Comet Cupboard</u>	UT Dallas food pantry initiative dedicated to helping students in need
<u>Undergraduate Education portal</u>	This is an online platform where students can access various resources and information related to their undergraduate studies. It serves

	as a central hub for academic records, course catalogs, advising information
<u>Freshman Year Experience</u>	This is a program designed to help incoming students transition into university life and make the most of their first year.
<u>Temoc's Closet</u>	This is a service providing UT Dallas students with free clothing, shoes, accessories, hygiene products and more.

Student Accessibility

UTD is committed to providing reasonable accommodations for all persons with disabilities. This syllabus is available in alternate formats (see links in eLearning). If you are seeking classroom accommodations under the Americans with Disabilities Act (2008), you are required to register with the Office of Student AccessAbility, located in the Administration Building, Suite AD 2.224.

The phone number is 972-883-2098, email: studentaccess@utdallas.edu.

To receive academic accommodation for this class, please obtain the proper Office of Student AccessAbility letter of accommodation and meet with me at the beginning of the semester.

Technical Requirements

In addition to a confident level of computer and Internet literacy, certain minimum technical requirements must be met to enable a successful learning experience. Please review the important technical requirements on the Getting Started with eLearning webpage.

Course Access and Navigation

This course can be accessed using your UTD NetID account on the eLearning website.

Please see the course access and navigation section of the Getting Started with eLearning webpage for more information.

To become familiar with the eLearning tool, please visit the Student eLearning Tutorials webpage UTD provides eLearning technical support 24 hours a day, 7 days a week. The eLearning Support Center includes a toll-free telephone number for immediate assistance, email request service, and an online chat service.

Communication

This course uses online tools for interaction and communication. Some external communication tools such as UTD email and MS Teams are used during the semester. For more details, please visit the [Student eLearning Tutorials](#) webpage for video demonstrations on eLearning tools.

Distance Learning Student Resources

You have access to resources including the McDermott Library, Academic Advising, the AccessAbility Resource Center, and many others. Please see the [eLearning Current Students](#) webpage for more information.

Server Unavailability or Other Technical Difficulties

The UTD is committed to providing a reliable learning management system to everyone. However, in the event of any unexpected server outage or any unusual technical difficulty which prevents you from completing a time sensitive assessment activity, I'll provide an appropriate accommodation based on the situation.

You should immediately report any problems to the instructor and also contact the online [eLearning Help Desk](#). The instructor and the eLearning Help Desk will work with the student to resolve any issues at the earliest possible time.

Class Materials

I provide class materials to support your learning and enhance our classroom experience. You may download these materials during the course and use them for your own study as a registered student. Do not reproduce, share, or upload them to other online environments unless you are implementing an approved accommodation from the AccessAbility Resource Center. Using these materials in any other way violates the University's [Student Code of Conduct](#).

Assignments & Academic Calendar

The schedule for class topics, readings, and assignments are provided in [eLearning](#). Visit the course eLearning page *regularly*. All adjustments will be made there. Please be aware that all readings and assignments must be completed and submitted by the start of class on the day they are due!

Assignment	Points
Assignments	300
Team Projects	500
Individual Presentations	200

Summary Course Schedule

Week Range	Focus
Weeks 1–3	Foundations of Professional & Technical Communication
Weeks 4–6	Audience, Purpose, and Visual Design
Weeks 7–8	Advanced Document Design
Weeks 9–12	Team Collaboration and Research
Weeks 13–15	Final Presentations & Project Completion

Course Policies

Deadlines are part of professional life. Meeting them here prepares you for industry expectations.

Grade Values

Your grade is based on 1,000 points. Missing any major assignment will prevent you from passing the course. Grading is based on the UT Dallas 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	930-1000
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
Digital Elevator Speech	50
Elevator Speech Peer Feedback	50
Cover Letter	100
Resume	100
LinkedIn Profile Refresh	100
LinkedIn Profile Peer Review	50
Team charter	100
Data visualization presentation	100
Client response email with rationale	100
Team client presentation	150
Course reflection gallery walk	100
TOTAL POINTS	1000

Note: Submit all assignments on due dates to pass the course.

Grade Disputes

You are required to wait 24 hours before contacting me to dispute an assignment grade. Within that time, I expect that you will review the assignment details and reflect on the quality of the work you submitted. If you would still like to meet, email me to set up a meeting (I cannot discuss grades over email).

You should come to our scheduled meeting with *specific examples that demonstrate* that you earned a higher grade than you received. If you miss your scheduled meeting, you forfeit your right to a grade dispute. If you do not contact me to schedule a meeting within five days of receiving your grade, you also forfeit your right to a grade dispute.

Class Attendance and Participation

Regular and punctual class attendance is required. Students who fail to attend class regularly are inviting scholastic difficulty. Students are allowed to miss up to three classes without penalty on days when there are no student presentations.

Excused absences are allowed for illness and for traveling/attending an event on behalf of the university (with an advanced notification from the appropriate sponsor).

Regular class participation is also expected. Again, students who fail to participate in class regularly are inviting scholastic difficulty. 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

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

Do not publish, reproduce, or share recordings with those not in the class, or uploaded to other online environments except to implement an approved AccessAbility Resource Center accommodation. Failure to comply with these University requirements is a violation of the Student Code of Conduct.

I may record meetings of this course. These recordings are available to all students registered for this class if the intent is to supplement the classroom experience. 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.

Original Work

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. Be sure to review: 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 plagiarism and scholastic dishonesty when not properly documented. 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 university's academic integrity policy and placed in the institutional process for plagiarism. All work submitted by you must be your work.

Extra Credit

Extra credit is offered at my discretion.

Late Work

All assignments are due on the assigned date. Similarly, all presentations are completed on the assigned dates. If the date for your presentation or any deliverable is a problem, inform 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 on the day your presentation is scheduled or any time thereafter. Keep track of your due date for presentations; any confusion over dates that lead to a late submission is subject to the late submission policy (covered in the following paragraph). Similarly, do not request to submit an assignment on the date it's due.

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. The time posted in eLearning will serve as the official time of submission.

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 circumstances when they arise. 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. As noted already, late or incomplete assignments will be penalized 33% of the grade value for each 24-hour period following the assignment deadline. The eLearning time stamp serves as the arbiter of whether an assignment is submitted on time or late. In cases where assignments must be submitted via email, the email message time stamp will be used to determine timeliness.

Classroom Citizenship

In this classroom, we believe in fostering a community of learners who contribute positively to our shared educational experience. We value respect, responsibility, and collaboration, and we commit to upholding the following principles:

1. **Respect for Others:** We recognize and appreciate the diverse perspectives and backgrounds of our classmates and professor. We treat each other with kindness, empathy, and courtesy. We actively listen to others and consider their opinions and ideas.
2. **Respect for Learning:** We understand the importance of creating an environment conducive to learning. We come to class prepared, ready to engage in discussions, and actively participate in activities. We value our education and demonstrate a commitment to our academic responsibilities.
3. **Responsibility:** We take responsibility for our own learning and behavior. We complete assignments on time, seek help when needed, and actively participate in class discussions and activities. We also take care of our classroom materials and maintain a clean and organized learning space. (Clean up after yourself)
4. **Collaboration:** We recognize the power of collaboration and teamwork. We work cooperatively with our peers, sharing ideas and supporting each other's learning. We understand that everyone has unique strengths, and we celebrate our collective achievements. Should issues come up we agree to discuss and seek our professors assistance if needed.
5. **Open Communication:** We encourage open and honest communication. If we have concerns or questions, we express them respectfully and seek solutions together. We value feedback from our teacher and peers as an opportunity for growth.

UT Dallas Syllabus Policies and Procedures

Go to the **University's policies and procedures** segment of the course syllabus to review other policies and procedures.