UTD

ECS 3390
Technical & Professional Communication
Spring 2013
Course Syllabus and Calendar

ECS3390.006—MW 11:30am–12:45pm
ECS3390.008—MW 1:00pm–2:15pm

Professor Information
Carie S. Lambert, MA, ABD
Office: JO 3.548 (972.883.2790 office)
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Gradebook: www.turnitin.com

Course Prerequisites
- Completion of RHET 1302
- Proficiency in English grammar and citation and college-level reading and writing skills
- Knowledge of how to effectively use technology

Course Description
ECS3390 (3 hours) 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, and informative and persuasive presentations. Attendance at first class is mandatory.

Student Learning Objectives/Outcomes
Using team and individual technical writing and presentation assignments, this course meets the following SACS and ABET objectives:

SACS
- Students will be able to write effectively using appropriate organization, mechanics, and style.
- Students will be able to construct effective written arguments.
- Students will be able to gather, incorporate, and interpret source material in their writing.
- Students will be able to write in different ways for different audiences.

ABET
- (d) An ability to function on multidisciplinary teams
- (f) An understanding of professional and ethical responsibility
- (g) An ability to communicate effectively
- (j) A knowledge of contemporary issues

Students who successfully master these objectives will be able to
- enhance credibility through communication that adheres to professional and ethical norms
- adapt to different purposes, constraints, and audiences
- develop arguments with frontloaded claims and appropriate evidence
- use visual rhetoric 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 organized speeches and present them with appropriate verbal and nonverbal delivery

Required Textbooks and Materials

You will need to access the required text for this class. In addition to reading the texts, you will be responsible to read other resources listed in the course calendar that you can access on the Internet or through UTD's online library resources.

Required Texts

[1] Fox, Sue, *How to Format a Business Memorandum* (from *Business Etiquette for Dummies,* 2d ed.). Indianapolis, IN: For Dummies, http://www.dummies.com/how-to/content/how-to-format-a-business-memorandum.html

[2] W. S. Pfeiffer and K. E. Adkins, *Technical Communication Fundamentals.* Upper Saddle River, NJ: Prentice Hall, 2012.

[3] Dulevicius, J., and L. Nagineviciene, "Engineering Communication," *Global Journal of Engineering Education,* vol. 9, no. 1, pp. 19–25, 2005.

[4] Williamson, Jennifer, *Grammar Tips for College Students: Common Mistakes that Make You Look Bad,* Distance Education, http://www.distance-education.org/Articles/Grammar-Tips-for-College-Students--Common-Mistakes-That-Make-You-Look-Bad-73.html

[5] Foundation Center, *Proposal Writing Short Course.* New York, NY: The Foundation Center, http://foundationcenter.org/getstarted/tutorials/shortcourse/index.html

[6] Purdue Online Writing Lab, *Writing in Engineering,* West Lafayette, IN: Purdue University, http://owl.english.purdue.edu/owl/section/4/19

[7] IEEE, *2012 IEEE Standards Style Manual.* Piscataway, NJ: IEEE, 2012, https://development.standards.ieee.org/myproject/Public/mytools/draft/styleman.pdf

[8] Kitchel, J. Elaine, *APH Guidelines for Print Document Design,* Louisville, KY: American Printing House for the Blind, Inc., http://www.aph.org/edresearch/lpguide.htm

[9] Hogan, J. M, and R. Thomas, "Developing the software engineering team," Proceeding ACE '05 Proceedings of the 7th Australasian Conference on Computing Education, vol. 42, pp. 203–201. Available: http://dl.acm.org/citation.cfm?id=1082450

[10] Jefferys, J. D., *Killer Presentation Skills,* October 23, 2006, http://www.youtube.com/watch?v=whTwjG4ZIJg

Recommended Texts and Resources
- Sun Technical Publications, *Read Me First: A Style Guide for the Computer Industry.* Pearson Custom Publishing, 2010. ISBN: 9780558324759 (available in the UTD library as an e-book also)
- Dictionary (Merriam Webster)
- Purdue Online Writing Lab (OWL)
- Internet access, UTD user ID and password, and access to UTD email
- USB thumb drive
- Time with a writing tutor at UTD (Find information at https://www.utdallas.edu/studentsuccess/writing/index.html)

We will be using IEEE style to format in-text and end-of-text citations in this class.

Assignment Values

Assignment	Instructions for Submitting Assignment	Value
Style and Mechanics Exam	Submit via turnitin.com.	100 pts
Individual Proposal	Submit via turnitin.com.	150 pts
Proposal Presentation	Present in class.	100 pts
Team Contract	Submit via turnitin.com	50 pts
Progress Report	Submit via turnitin.com	50 pts
Team Report	Team Lead: Submit via turnitin.com.	150 pts
Team Report Presentation	Present in class.	100 pts
Team Evaluation	Submit via turnitin.com.	50 pts
Resume and Cover Letter	Submit via turnitin.com.	100 pts
Class Participation, Reading Quizzes, Small Assignments, and Professionalism	No submission	150 pts
Total		**1000 pts**

Grading Criteria

Grades will not be rounded up. Course assignments together are worth 1000 points, and students receive grades according to the following (standard UTD) scale:

> 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 in this class reflect whether you

- Fulfill objectives for the class and particular assignments;
- Analyze and apply the rhetorical situation for each document or presentation;
- Employ rhetorical strategies that develop logical arguments, strong claims, and adequate supporting evidence;
- Support your ideas and arguments with analysis and evidence from credible sources;
- Create reader-friendly, accessible materials with appropriate and ethically presented visuals;
- Use correct mechanics, strong style, and appropriate organization;
- Edit and proofread **all** work before you submit assignments;
- Manage your time wisely and effectively;
- Ethically present information address copyright, and correctly cite resources; and
- Present yourself professionally.

A reflects that the student's work shows excellence and meets all objectives with strength, originality, and creativity. **B** reflects that the student's work is satisfactorily but does not reflect excellence. This work is strong but contains minor issues that detract from your message. **C** reflects that the student's work fulfills course requirements but does not satisfy the audience's needs and contains issues that decrease the effectiveness of the document. **D** reflects that the student's work contains numerous issues and therefore does not fulfill the audience's needs or address the rhetorical situation. **F** reflects that the student's work is unacceptable.

Course & Instructor Policies

In addition to all UTD policies that students must know and follow (available at http://go.utdallas.edu/syllabus-policies), the following policies apply.

Preparation for Class
UT Dallas students are expected to study 2–3 hours per credit hour each week preparing for a 15-week class. Therefore, you should anticipate 6–9 hours a week of preparation. You will read, write, and study less some weeks and more other weeks. The writing process takes time, and **you must manage your time and integrate that time into your work and school schedule.**

Make-up and Late Work
In this class, you are scholars as well as professionals in training. Professionals who miss deadlines present poor work ethics and damage their reputations as well as lose contracts, increase costs, delay results, decrease profits, and lose their jobs. ***For these reasons, you may not submit late or incomplete work or makeup exams unless you are hospitalized and provide a valid physician excuse.*** Without exception, missed work results in a zero (0) on the assignment. You may not request an incomplete in this class unless you meet the university's criteria for an incomplete. This policy applies to documents as well as presentations.

Extra Credit
Do not ask if you can earn extra credit. Instead, strive for excellence in the assigned work. You may be able to earn extra points on assignments by attending workshops at the GEMS Writing Center, but the instructor will announce those opportunities.

References, Copyright, and Plagiarism
UTD has a no-tolerance policy for plagiarism, copyright infringement, or scholastic dishonesty (including missing citations). I support and enforce that policy in my classes. *If you do not cite your sources with in-text and end-of-text citations using IEEE style or if you publish copyrighted work without permission, you will receive a referral to the Office of Judicial Affairs.*

Attendance
Treat this class as you would a job: Attend class and be punctual. If you attend class or meetings but conduct nonrelated work, you will be considered absent. If you arrive more than 10 minutes late for class, you will be considered absent. You may miss up to two classes without penalty; after two absences (excused or unexcused), you lose 10 points of your 1000-point grade for each absence.

UTD excuses absences for religious holidays; however, the student is responsible to inform the instructor *before* the holiday and to submit missed work *before* the absence.

Classroom Citizenship
You will receive a grade for participation and professionalism, and students are expected to consistently communicate in a professional manner. You should prepare for class; communicate professionally; and cooperate, listen, and respect others' opinions. *Turn off your cell phones and other electronic equipment during class, and use your laptop for class work* (see "Attendance"). **If your cell phone rings during class, I reserve the right to answer your phone.**

Email
Each UTD student has a UTDallas.edu email account. The university provides this for all official communication, and students in this class will abide by that policy: to ensure security of official (class- and school-related) communication. *Therefore, all official email correspondence must go to and come from official UTD emails.* I will not answer emails that come through addresses from other providers.

Communication outside the Classroom
Communication is part of coursework and therefore you should
- Identify yourself in all communication (e.g., email, texts, phone calls);
- Use correct mechanics and style in correspondence;
- Communicate clearly, respectfully, and professionally; and
- Respect that others have commitments outside this class. **Please do not expect an immediate response to an email.**

This syllabus is subject to change at the discretion of the professor.