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**Course** ECS3390.002 Professional & Technical Communication  
**Professor** Carie S. Lambert, PhD  
**Term** Spring 2015  
**Meetings** Mondays and Wednesdays, 8:30–9:45am

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### Professor's Contact Information

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**Office Phone** 972.883.2790  
**Office Location** JO 3.548  
**Email Address** carie.lambert@utdallas.edu  
**Office Hours** Tuesdays 9:45am–3:00pm, other days by appointment

### General Core Area 010 Communication

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**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

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**Prerequisites, Co-requisites, & other restrictions** RHET 1302 and junior 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 mandatory.**

**Required Texts & Materials** Business and Technical Communication: A Guide to Writing Professionally, Second Edition, by Maribeth Schlobohm and Christopher Ryan. Copyright 2014 by Kendall Hunt Publishing Company. ISBN: 978-1-4652-4456-7. (Please note: It is important that you purchase the second edition of this text.) Alternatively, an electronic version may be purchased at <http://kendallhunt.com/store-product.aspx?id=216492>. The ISBN for the electronic version is 978-1-4652-4673-8.

Please see the citation list at the end of the calendar for additional readings (all available online at no cost).

Internet connectivity is required for the course. The course uses turnitin.com, eLearning, and UTD email, which you should check frequently. Reliable connectivity is necessary for class preparation, submission of assignments, and work on group projects. All assignments that are to be submitted through turnitin.com must be submitted via turnitin.com for credit. (Submitting assignments via e-mail is only acceptable if there is a problem with turnitin.com. Otherwise, submission of assignments by any other method will not be accepted and will result in a grade of zero.) Assignments should be submitted as Microsoft Word files (not pdf, .odt, etc.) so that grading comments and edits can 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.

## **ABET Student Outcomes**

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**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.

## **Course Policies**

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**Grading (credit)  
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.

What do grades reflect?

- **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.

<b>Preparation for class</b>	The writing process takes time, and you must manage your time and integrate that time into your work and school schedule. Read for class each week and be prepared to participate in class.
<b>Make-up and Late Work</b>	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. <b><i>For these reasons, you may not submit late or incomplete work or makeup exams unless you are hospitalized and provide a valid physician excuse.</i></b> 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.
<b>Extra Credit</b>	Students may earn extra credit for working with writing tutors at the UTD Center for Student Success. Each 45-minute tutoring session is worth 5 points, which will be added to grades at the end of the semester.
<b>References, Copyright, and Plagiarism</b>	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. <b><i>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.</i></b> Use original visual aids or ensure that you use intellectual property from public domain or that can be replicated because of Creative Commons licensure.
<b>Class Attendance</b>	Treat this class as you would a job: Attend class and be punctual; tardiness interrupts the class and is rude to your classmates. <b><i>Therefore, if you are more than 10 minutes late to class, you will be considered absent.</i></b> Attendance is important in a communication class, so you may miss one class without penalty. For each additional absence, you will lose 10 points from your professionalism grade. (If attendance is taken with sign-in sheet, you are responsible for signing in.)

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. UTD also excuses absences due to emergencies (hospitalization or immediate family member’s death). The student must bring documentation to the instructor the first day back after the absence.

**Classroom Citizenship** You will receive a grade for participation and professionalism, and you 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, or you will be marked absent. ***If your cell phone rings during class, I reserve the right to answer your phone.***

**Email and Communication Outside the Classroom** 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 do not read or answer emails that come through addresses from other providers.

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.***

**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 university policies.*

## Assignments and Academic Calendar

***We will be using IEEE style to format in-text and end-of-text citations in this class.*** You can find the IEEE citation standard in the following source (which you should download):

Graffox, D., (2009). *IEEE Citation Reference* [pdf], Available:  
<http://www.ieee.org/documents/ieeecitationref.pdf>

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

<b>ASSIGNMENT</b>	<b>VALUE</b>
Resume Assignment	100
Style Exam	100
Individual Proposal	150
Individual Presentation	100
Team Contract	50
Team Report	150
Team Presentation	100
Team Evaluation	100
Professionalism, Communication Competency, Small Assignments, and Participation	150
<b>TOTAL POINTS</b>	<b>1000</b>

*Note: Students must complete and submit the individual proposal and presentation and the team report and presentation to pass the course.*

## Academic Calendar

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The schedule for class topics, readings, and assignments (aside from low-impact assignments, which will be complete in class) is as follows. (Note that chapter readings are to be completed *before* each class on the dates the chapters are assigned.) *The descriptions and timelines contained in this syllabus are subject to change at the discretion of the Professor.*

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<b>Date of Class</b>	<b>What We Will Discuss, How to Prepare for Class, and What is Due</b>
January 13	<b>What We Will Discuss</b> Who is in the class? What will we do this semester?
January 15	<b>What We Will Discuss</b> What is technical communication and why is it important? How can I use technology to effectively communicate? <b>How to Prepare</b> Read Schlobohm and Ryan’s “Chapter 1—Principles of Professional and Technical Communication” [1]. <b>What is Due</b> Submit a 1-page <b>Biographical</b> Memo via turnitin.com by Friday, January 16, at 11:59pm. In the memo, introduce yourself personally and professionally: share your family and educational backgrounds, your professional goals, and your priorities. Follow the example for a business memo in Schlobohm and Ryan [1] or in Fox’s instructions on business memos [2].
January 20	<b>What We Will Discuss</b> Who is my audience? How can I improve my writing? <b>How to Prepare</b> Read and take notes on <ul style="list-style-type: none"><li>• Read Schlobohm and Ryan’s “Chapters 2—Audience” [1];</li><li>• Dulevicius and Nagineviciene’s “Engineering Communication” [3];</li><li>• Williamson’s “Grammar Tips for College Students: Common Mistakes that Make You Look Bad” [4]; and</li><li>• Style Notes [5].</li></ul> Familiarize yourself with Purdue OWL’s “Writing in Engineering” (all pages) [6]. <b>What is Due</b> Submit your signed syllabus contract and your signed UTD Talent Form in class.
January 22	<b>What We Will Discuss</b> How can I improve my writing?
January 27	<b>What We Will Discuss</b> How should I effectively communicate when I am seeking employment? How can I find a job? <b>How to Prepare</b> Read Schlobohm and Ryan’s “Chapter 9—Gaining, Retaining, and Advancing Employment” [1]. Bring your resume preparation sheet, your job ad, and hard copies of your resume and cover letter drafts to class.

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January 29	<p><b>What We Will Discuss</b> How should I effectively communicate when I am seeking employment?</p> <p><b>How to Prepare</b> Bring your resume preparation sheet, your job ad, and hard copies of your resume and cover letter drafts to class.</p> <p><b>What is Due</b> Attend the Spring/Summer Intern Fair (January 30).</p>
February 3	<p><b>What We Will Discuss</b> How can I create effective and appropriate correspondence?</p> <p><b>How to Prepare</b> Read Schlobohm and Ryan’s “Chapter 5—Telephone, Text Messaging, Email, Letters, and Memos” [1].</p> <p><b>What is Due</b> Submit your <b>Resume Assignment</b> via turnitin.com by Tuesday, February 3.</p>
February 5	<p><b>What We Will Discuss</b> How can I effectively work with a diverse team?</p> <p><b>How to Prepare</b> Read and take notes on</p> <ul style="list-style-type: none"><li>• Schlobohm and Ryan’s “Chapter 4—Working and Writing Collaboratively” [1] and</li><li>• Hogan and Thomas’ “Developing the Software Engineering Team” [7].</li></ul>
February 10	<p><b>What We Will Discuss</b> What do reports and proposals require?</p> <p><b>How to Prepare</b> Read</p> <ul style="list-style-type: none"><li>• Schlobohm and Ryan’s “Chapter 6—Reports, Proposals, and White Papers” [1] and</li><li>• Foundation Center’s “Short Course on Proposal Writing” [8].</li></ul> <p>Begin to draft your Individual Proposal.</p>
February 12	<p><b>What We Will Discuss</b> How do I cite my sources? What does the law say about intellectual property and what are my responsibilities?</p> <p><b>How to Prepare</b> Read</p> <ul style="list-style-type: none"><li>• Schlobohm and Ryan’s “Chapter 10—Social Media and Intellectual Property” [1],</li><li>• “2012 IEEE Standards Style Manual” [9], and</li><li>• “Copyright Basics” [10].</li></ul> <p>Attend the Career Expo.</p>
February 17	<p><b>What We Will Discuss</b> How does design play a part in communication?</p> <p><b>How to Prepare</b> Read</p> <ul style="list-style-type: none"><li>• Schlobohm and Ryan’s “Chapter 3—Document and Presentation Design” [1] and</li><li>• Kitchel’s “Guidelines for Print Document Design” [11].</li></ul> <p>Bring a printed visual representation of data (graph, table, chart, etc.) related to your field to class. (Cite the source of the visual so we can identify the context.)</p>

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February 19	<p><b>What We Will Discuss</b> How will my team members successfully work together?</p> <p><b>What is Due</b> Team Leader, submit your <b>Team Contract</b> via turnitin.com by 11:59pm on Friday, February 20.</p>
February 24	<p><b>What We Will Discuss</b> How can I improve my presentation skills?</p> <p><b>How to Prepare</b> Read</p> <ul style="list-style-type: none"><li>• Schlobohm and Ryan’s “Chapter 8—Presentations” [1] and</li><li>• Jefferys’ “Killer Presentation Skills” [12].</li></ul>
February 26	<p><b>What We Will Discuss</b> How can I strengthen my proposal?</p> <p><b>How to Prepare</b> Bring a full draft of your proposal to class to work on.</p>
March 3	<i>Individual Presentations</i>
March 5	<i>Individual Presentations</i>
March 10	<i>Individual Presentations</i>
March 12	<p><i>Individual Presentations</i></p> <p><b>What is Due</b> Submit your <b>Individual Proposal</b> via turnitin.com by 11:59pm on Thursday, March 12.</p>
March 17	<i>Spring Break—no class</i>
March 19	<i>Spring Break—no class</i>
March 24	<p><b>What We Will Discuss</b> What do cross-cultural audiences expect and require?</p> <p><b>How to Prepare</b> Review Schlobohm and Ryan’s “Chapters 2—Audience” [1].</p>
March 26	<p><b>What We Will Discuss</b> What role does social media play in professional communication?</p> <p><b>How to Prepare</b> Review Schlobohm and Ryan’s “Chapter 10—Social Media and Intellectual Property” [1].</p>
March 31	<i>Team Conferences</i>
April 2	<i>Team Conferences</i>
April 2	<p><i>Style Exam—No class</i></p> <p><b>What is Due</b> Access the <b>Style Exam</b> on eLearning from 12am to 11:59pm today. Complete the exam and submit it via turnitin.com by 11:59pm today. You may use any text, any resource, and any notes, but you may not collaborate to complete the exam; Take the exam ALONE. (Duplicated answers will result in a referral to Judicial Affairs.)</p>

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April 9	<p><b>What We Will Discuss</b> How is my team doing? What other documents will I use in the workplace?</p> <p><b>How to Prepare</b> Read Schlobohm and Ryan’s “Chapter 7—Definitions and Glossaries, Instructions and Specifications, Policies and Procedures, and Manuals” [1].</p>
April 14	<p><b>What We Will Discuss</b> What other documents will I use in the workplace?</p> <p><b>How to Prepare</b> Review Schlobohm and Ryan’s “Chapter 7—Definitions and Glossaries, Instructions and Specifications, Policies and Procedures, and Manuals” [1].</p>
April 16	<i>Team Work Day—No class</i>
April 21	<p><b>What We Will Discuss</b> Are we prepared for Team Presentations?</p> <p><b>What is Due</b> Submit revisions via turnitin.com by 8:30am today. Team Leaders, submit your <b>Team Report</b> today at 11:59pm via turnitin.com.</p>
April 23	<i>Team Presentations</i>
April 28	<i>Team Presentations</i>
April 30	<p><i>Team Presentations</i></p> <p><b>What is Due</b> Submit your <b>Team Evaluation</b> via turnitin.com by 9:45am today. Submit your UTD <b>Course Evaluation</b> online by the end of class today.</p>

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- [1] Schlobohm, Maribeth, and Christopher Ryan, *Business and Technical Communication: A Guide to Writing Professionally*, Dubuque, IA: Kendall-Hunt Publishing, 2013.
- [2] 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>
- [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] Lambert, Carie, *Style Notes*, Richardson, TX: Author, 2013.
- [6] Purdue Online Writing Lab, *Writing in Engineering*, West Lafayette, IN: Purdue University, <http://owl.english.purdue.edu/owl/section/4/19>
- [7] 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>
- [8] Foundation Center, *Proposal Writing Short Course*. New York, NY: The Foundation Center, <http://foundationcenter.org/getstarted/tutorials/shortcourse/index.html>
- [9] IEEE, *2012 IEEE Standards Style Manual*. Piscataway, NJ: IEEE, 2012, <https://development.standards.ieee.org/myproject/Public/mytools/draft/styleman.pdf>
- [10] U.S. Copyright Office, *Copyright Basics*. Washington, DC: U.S. Copyright Office, 2012, <http://www.copyright.gov/circs/circ01.pdf>
- [11] 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>
- [12] Jefferys, J., *Killer Presentation Skills*, October 23, 2006, <http://www.youtube.com/watch?v=whTwjG4ZIJg>



## Syllabus Contract

I have read the syllabus for ECS3390.002 and the university policies (<http://coursebook.utdallas.edu/syllabus-policies>). I understand that by signing this contract, I have read these documents and I acknowledge that I am expected to abide by university policies, attend class, and submit quality, unique work by all deadlines to fulfill requirements for this class.

I also understand that my work for this course may be researched for program and course assessment and so the instructor can improve pedagogical theory and practice.

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Signature

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Date

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Printed Name

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Student ID Number

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Mobile Telephone Number



**THE UNIVERSITY OF TEXAS AT DALLAS**  
The University of Texas at Dallas P.O. BOX 830688 Richardson, Texas (972) 883-2111

**Talent Release Form**

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: \_\_\_\_\_

Address: \_\_\_\_\_

Phone No.: \_\_\_\_\_ Email: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Witness: \_\_\_\_\_ Date: \_\_\_\_\_