ECS 3390 Professional and Technical Communication, Course Sec 507
Professor   deborahwdickson@live.com
Term   Spring 2016
Meetings   Tuesdays and Thursdays, 8:30 a.m. – 9:45 a.m. in JO 4.502

Professor's Contact Information

Office Phone   469-233-1920

Office Location   JO 3.534

Email Address   Deborah.dickson@utdallas.edu

Office Hours   Summer office hours are subject to change. However, I am in the office a few days a week after class. I will be available by appointment.

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, Corequisites, & other RHET 1302 and junior standing.
restrictions

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	Textbook:

Required Texts & Materials

Textbook:
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: 9781-4652-7633-9. (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.

Suggested Texts, Readings, & Materials

Internet connectivity is a requirement for the course. 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 that are to be submitted through eLearning must be submitted via eLearning for credit. (Submitting assignments via e-mail is only acceptable if there is a problem with the eLearning system. Otherwise, submission of assignments by any other method for work that is assigned to be submitted through eLearning, 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 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

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.):

July 6
- Introduction of syllabus, textbooks, students, and instructor. Importance of professional and technical communication
- Technical communication
- Reading: Chapter 1 (Principles of Technical Communication)
- Ethical considerations

July 11
- Audience
- Reading: Chapter 2 (Audience)
- Cross Cultural Audiences
- Reading: Chapter 4 (Working and Writing Collaboratively)
- Select teams for team product

July 13
- *Submit Cross-cultural assignment to eLearning*
- Presentation on cross cultural assignment
- Correspondence
- Reading: Chapter 5 (Telephone, text Messaging, Email, Letters, and Memos)
- Team and research writing

July 18
- Communication in the pursuit of employment (part I)
- Reading: Chapter 9 (Gaining, Retaining, and Advancing Employment)
  Communication in the pursuit of employment --Interviewing (part II)
- Instructive communications
- Reading: Chapter 7 (Stand-alone and Supplemental Documents)
- Design, Reading: Chapter 3 (Document and Presentation Design)

July 20

- *Submit Resume and Cover letter to elearning*
- Bring resume assignment to class for editing.
- Reports and Proposals
  Reading: Chapter 6 (Reports, Proposals, and White Papers)
- Presentations
- Reading: Chapter 8 (Presentations)

July 25
- *Submit team reports in elearning*
- Make presentations

July 27
- Personal statements
- Team Presentations
- No assigned Reading
- *Submit team member evaluations in eLearning*

August 1

- *Submit individual Reports in eLearning before class*
- Write and present individual project proposals in class

August 3

- *Submit Reflection & revision assignment in eLearning*
- Individual presentations – all attend

August 8

- Individual presentations - all attend
- Social media
  Reading: Chapter 10 (Social Media and Intellectual Property)

August 10

- Presentation practice (in class)
- End of class

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 as follows:

Grade	Cumulative Credit Points
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

Resume and Cover Letter Assignment	100
Cross-Cultural Assignment	100
Career Expo	100
Team Recommendation Report	125
Team Presentation (and Team Collaboration)	100
Individual Feasibility Report (Presentation)	100
Personal Statement	100
Final Reflection and Revision	100
Communication Competency	100
Minor/Low Impact Assignments	075
TOTAL POINTS	**1000**

Note: Students must complete and submit major assignments (Team Recommendation Report and Individual Feasibility Report) and complete the Team and Individual Presentations to pass the course.

Make-up Exams	No exams will be given, so no make-ups are necessary.
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.
Special Assignments	Aside from attendance at either the Intern Fair or Career Expo, no special assignments are anticipated.
Class Attendance	You are expected to attend all classes, read assigned material, perform all assignments, and contribute to the class. Although I expect you to attend all classes, you may miss one class without explanation or penalty. Additional absences will be reflected in your Communication Competency grade. Absences are also likely to adversely affect your grades in additional ways, as low-impact assignments conducted in class cannot be made up outside of class. Just as in a business, I encourage you to let me know in advance if you know when you are going to miss a class and explain your absence if you have missed a class for which you did not give me advanced notice. More than three unexcused absences could result in a failure of the course (grade of "F"). Out of respect for your fellow class members and your instructor, you are expected to be on time for class, too. Each set of three tardy arrivals is treated as one absence.

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.
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 reviewed this syllabus.

Signed:

_____   _____

Student   Date

_____

Student‟s Printed Name