



**Course** ECS 3390 Professional and Technical Communication,  
Sec 007 & 009  
**Professor** Melissa Hernandez-Katz, PhD  
**Term** Spring 2016  
**Meetings** Tuesdays and Thursdays, 1:00-2:15 & 2:30-3:45

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## Professor's Contact Information

**Office Phone** 972-883-6672  
**Office Location** JO 3.544  
**Email Address** mhkatz@utdallas.edu  
**Office Hours** Monday 1:30-2:30 pm  
Tuesday 9:00 – 10:30 am  
Or 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, 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.

**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: 978-1-4652-7633-9. Alternatively, an electronic version may be purchased at <http://www.kendallhunt.com/schlobohm> The ISBN for the electronic version is 978-1-4652-8191-3.

**Suggested Texts, Readings, & Materials** Internet connectivity is a requirement for the course. Reliable connectivity is necessary for class preparation, submission of assignments, and work on group projects. All assignments should be submitted at beginning of class in print form. If you are unable to attend class please submit your assignment via email by the beginning of class. Assignments should be submitted in MS Word files (not pdf, .odt, etc.).

- 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.):

**January 12**

Introduction of syllabus, textbooks, students, and instructor  
Importance of professional and technical communication  
Ch. 9 – Gaining, Retaining, & Advancing Employment

**January 14**

Ch. 9 Con't

**January 19**

Bring Resume & Cover Letter to Class  
Practice Elevator Speech

**January 21**

Chapter 1 – Principles of Professional & Technical Communication  
**Due: Final Resume/Cover Letter**

**January 26**

Chapter 1 – Con't  
Chapter 10 – Social Media and Intellectual Property  
**Due: Elevator Speech video by beginning of class**

**January 28**

Ch. 2 - Audience  
Begin Ch. 2 Exercise 5 in class

**January 29 (Friday)**

IPP Intern Fair 12-4 pm

**February 2**

Ch. 5 – Telephone, Text, Email, Letters, & Memos  
Begin Ch. 5 Exercise 5 in class  
**Due: Ch. 2 – Exercise 5**

**February 4**

Ch. 4 – Working & Writing Collaboratively  
Pick Teams  
Begin Ch. 4 Exercise 1-8 in class  
**Due: Ch. 5 – Exercise 5**

**February 9**

Ch. 6 – Reports, Proposals, & White Papers

**February 11**

Group Work Day  
**Due: Ch. 4 – Exercises 1-8 (May turn in at the end of class)**

**February 16**

Ch. 7 – Stand Alone & Supplemental Documents  
**In Class Assignment**

**February 18**

No Class – Use time to attend STEM Career Fair

**February 23**

Ch. 3 – Documents, Poster, & Presentation Design

Ch. 8 – Presentation

**February 25**

Ch. 8 – Con't

Discuss upcoming Speech

Discuss Individual Proposal

**March 1**

Informative Speeches

**March 3**

Informative Speeches

**March 8**

TBA

**March 10**

TBA

**March 15 and March 17**

No Classes; Spring Break

**March 22**

Group Work Day

**March 24**

Group Work Day

Select Team Presentation Dates

**March 29**

Team Presentations

**March 31**

Team Presentations

**April 5**

TBA

**April 7**

TBA

**Due: Rough Draft of Proposal**

**April 12**

Individual meetings; Review rough draft of Proposal

**April 14**

Individual meetings; Review rough draft of Proposal

**April 19**

Individual presentations; all attend

**April 21**

Individual presentations; all attend

**April 26**

Individual presentations; all attend

**April 28**

Individual presentations; all attend

**NO FINAL EXAM****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:

<b>Grade</b>	<b>Cumulative Credit Points</b>
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:

<b>ASSIGNMENT</b>	<b>VALUE</b>
Resume	50
Cover Letter	50
Cross-Cultural Assignment	50
Informative Speech	100
Elevator Speech	100
Team Recommendation Report	125
Team Presentation	125
Individual Proposal	100
Individual Presentation	100
Low Impact Assignments (5 assignments, 20 pts each)	100
Class Participation, Professionalism	100
<b>TOTAL POINTS</b>	<b>1000</b>

Grades will be posted in E-Learning. This solely for you to see and ensure the correct grade has been recorded. If you do not see a grade recorded and the graded assignment please come see me during office hours or make an appointment to see me so this can be corrected. Do NOT wait until the end of the semester to discuss this.

<b>Make-up Exams</b>	No exams will be given, so no make-ups are necessary.
<b>Extra Credit</b>	If available extra credit will be announced in class.
<b>Late Work</b>	<p>All assignments are due on the assigned date at the beginning of class. 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.</p> <p>All work needs to be submitted at the beginning of class. 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 if an assignment must be submitted via email, the time posted in my email 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.</p>
<b>Special Assignments</b>	No special assignments are anticipated.
<b>Class Attendance &amp; Class Participation</b>	<p>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 two classes without penalty. Additional absences will be reflected in your Class Participation 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. 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.</p> <p>Your class participation grade will be graded based on attendance and your participation in class. In other words if you come to class every time, but say nothing in class you will not receive full point value. This class encourages class participation.</p> <p>Also anytime we have presentations everyone is expected to attend. <b>If you are not present then 10 points will be deducted from your final grade.</b></p>
<b>Personal Circumstances</b>	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.
<b>Deadlines</b>	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 48 hours, an assignment that has not been submitted will receive a score of 0.
<b>Classroom Citizenship</b>	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.
<b>UT Dallas Syllabus Policies and Procedures</b>	<i>The information contained in the following link constitutes the University's policies and procedures segment of the course syllabus.</i>  <i>Please go to <a href="http://go.utdallas.edu/syllabus-policies">http://go.utdallas.edu/syllabus-policies</a> for these policies.</i>

### **Academic Integrity**

The faculty expects from its students a high level of responsibility and academic honesty. Because of the value of an academic degree depends upon the absolute integrity of the work done by the student for that degree, it is imperative that a student demonstrate a high standard of individual honor in his or her scholastic work.

Scholastic Dishonesty, any student who commits an act of scholastic dishonesty is subject to discipline. Scholastic dishonesty includes but is not limited to cheating, plagiarism, collusion, and the submission for credit of any work or materials that are attributable in whole or in part to another person, taking an examination for another person, any act designed to give unfair advantage to a student or the attempt to commit such acts. All assignments in this class should be completed individually, with the exception of the team project.

Plagiarism, especially from the web, from portions of papers for other classes, and from any other source is unacceptable and will be dealt with under the university's policy on plagiarism (see general catalog for details).

### **Copyright Notice**

The copyright law of the United States governs the making of photocopies or other reproductions 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. As a UT Dallas student, you are required to follow the institution's copyright policy (Policy Memorandum 84-1.3-46). For more information about the fair use exemption, see <http://www.utsystem.edu/ogc/intellectualproperty/copypol2.htm>

### **Email Use**

The University of Texas at Dallas recognizes the value and efficiency of communication between faculty/staff and students through electronic mail. At the same time, email raises some issues concerning security and the identity of each individual in an email exchange. The university encourages all official student email correspondence be sent only to a student's U.T. Dallas email address and that faculty and staff consider email from students official only if it originates from a UTD student account. This allows the university to maintain a high degree of confidence in the identity of all individual corresponding and the security of the transmitted information.

UTD furnishes each student with a free email account that is to be used in all communication with university personnel. The Department of Information Resources at U.T. Dallas provides a method for students to have their U. T. Dallas mail forwarded to other accounts.

### **Withdrawal from Class**

The administration of this institution has set deadlines for withdrawal of any college level courses. These dates and times are published in that semester's academic calendar. Administration procedures must be followed. It is the student's responsibility to handle withdrawal requirements from any class. In other words, I cannot drop or withdraw any student. You must do the proper paperwork to ensure that you will not receive a final grade of "F" in a course if you choose not to attend the class once you are enrolled.

### **Student Grievance Procedures**

A student having a grievance regarding academic concerns may have the issue considered. Procedures for appeals of academic decision can be found at:

<https://www.utdallas.edu/studentaccess/grievance/>

**Incomplete Grade Policy** As per university policy, incomplete grades will be granted only for work unavoidably missed at the semester's end and only if 70% of the course work has been completed. An incomplete grade must be resolved within 8 weeks from the first day of the subsequent long semester. If the required work to complete the course and to remove the incomplete grade is not submitted by the specified deadline, the incomplete grade is changed automatically to a grade of F.

### **Accessibility Services**

The goal of Accessibility Services is to provide students with disabilities educational opportunities equal to those of their non-disabled peers. Office of Accessibility is located in room 3.200 in the Student Services building.

If you anticipate issues related to the format or requirements of this course, please visit with the Office of Accessibility. It is the student's responsibility to notify his or her professor of the need for accommodations. Letters are provided to students to present to faculty to verify that the student has a disability and needs accommodations. Please contact me after class or during office hours if you need special accommodations.

### **Religious Holy Days**

The University of Texas at Dallas will excuse a student from class or other required activities for the travel to and observance of a religious holy day for a religion whose places of worship are exempt from property tax under Section 11.20, Tax Code, Texas Code Annotated.

The student is encouraged to notify the instructor as soon as possible regarding the absence, preferably in advance of the assignment. The student, so excused, will be allowed to take the exam or complete the assignment within a reasonable time after the absence: a period equal to the length of the absence, up to a maximum of one week. A student who notifies the instructor and completes any missed exam or assignment may not be penalized for the absence. A student who fails to complete the exam or assignment within the prescribed period may receive a failing grade for that exam or assignment.



If a student or an instructor disagrees about the nature of the absence (for the purpose of observing a religious holy day) or if there is similar disagreement about whether the student has been given a reasonable time to complete any missed assignments or examinations, either the student or the instructor may request a ruling from the chief executive officer of the institution, or his or her designee. The chief executive officer or designee must take into account the legislative intent of TEC 51.911(b), and the student and instructor will abide by the decision of the chief executive officer or designee.

### **Sexual Assault**

Universities that receive federal Title IX funding now require many employees to report to campus authorities when they learn of a sexual assault. Student Counseling Center staff are exempt from mandatory reporting, so students who visit the center with sexual assault issues will have their confidentiality preserved.

You can find Sexual Assault Recovery help on campus and off campus:

<http://www.utdallas.edu/counseling/sexualassault/>

*The descriptions and timelines contained in this syllabus are subject to change at the discretion of the Professor.*