

# **ENC 3254 Professional Communication in Construction Management Fall 2018**

## **Contact Information:**

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## **Course Objectives**

Students will strengthen communication skills needed for success in the construction field. Students will learn to write documents important to the construction industry (proposals, requests for information, scope narratives, memos, letters, meeting agendas, etc.), as well as written correspondence that will be important to their individual careers (resumes and application letters). The course will also focus on oral communication skills by providing practical experiences through interviews and team presentations.

## **COURSE LEARNING OUTCOMES (CLOs):**

Upon completion of the course students will demonstrate their ability to:

1. plan, draft, revise, edit, and proofread construction-specific papers (correspondence, requests for information, meeting agendas, scope narratives, and progress reports) [SACS 5, ACCE SLO 1]
2. use research, critical thinking, peer collaboration, and problem-solving skills to develop a team proposal [SACS 5, ACCE SLO 1]
3. identify and write/speak to specific audiences [SACS 5, ACCE SLO 1, ACCE SLO 2]
4. develop academic research skills using library and research databases [SACS 5, ACCE SLO 10]
5. summarize, analyze, and synthesize academic sources and other information
6. participate in groups as peer reviewers and collaborators
7. accurately cite and incorporate others' ideas and designs into projects [SACS 5, ACCE SLO 1]
8. prepare and effectively deliver oral presentations individually and as part of a team [SACS 5, ACCE SLO 2]
9. develop and present a resume, application letter, and interview tailored to a specific internship position [SACS 5, ACCE SLO 1]

## **Attendance**

**For every three absences, your final grade will be lowered one-half grade.** The reason for this policy is simple: unlike some of your classes, this is a skills-based course. In other words, practice makes all the difference to writing and speaking skills; the more you write, or speak in public, the better you become at these tasks. Consequently, the effects of this course are cumulative and frequent absences will affect your progress and success dramatically. Even if you have an excused absence, you should make every attempt to turn assignments in on time.

**The policy of the University Writing Program is that if you miss more than six periods during the term, you will fail the entire course.**

Tardies: Three tardies count as one unexcused absence. Please be on time to class.

## **Participation**

Students should bring current assignments/projects to each class, ready to work. On the days that we write in class, you are expected to work for the entire class period.

Cell phones should be turned off/silenced during class.

## **Academic Honesty Policy**

UF students are bound by The Honor Pledge which states, “We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code.” On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: “On my honor, I have neither given nor received unauthorized aid in doing this assignment.” The Honor Code (<http://www.dso.ufl.edu/scr/process/student-conduct-honorcode/>) specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor or TAs in this class.

## **Accommodations**

Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, [www.dso.ufl.edu/drc/](http://www.dso.ufl.edu/drc/)) by providing appropriate documentation. Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodation. Students with disabilities should follow this procedure as early as possible in the semester.

## **Course Evaluations**

Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations at <https://evaluations.ufl.edu>. Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at <https://evaluations.ufl.edu/results/>.

## **Writing Assignments (counts as a 6,000 word university writing requirement course)**

### **Memo and Email revision**

In this assignment, students revise poorly written email messages and memos using effective writing strategies learned in class. (300 words)

### **Writing Situations**

Students are given two situations typical of the construction industry (an accident has occurred on the job site, a worker must be disciplined, materials have not been delivered, etc.). Role-playing as a supervisor, the student must inform another party of the situation, choosing the proper format and wording to convey the message in the most effective manner. (600 words)

### **Resume and Application Letter**

Students create a resume and application letter to use to apply for a construction internship. (500 words)

### **Annotated Bibliography**

Students locate eight sources to be used for the proposal assignment and write annotations for each source. (800 words)

### **Request for Information (RFI)**

Using proper formatting, students create an RFI seeking clarification from an architect regarding building specifications. (150 words)

### **Proposal**

Working in teams, students plan, design, and write one-third of a 50-page proposal in response to a Request for Proposals (RFP). (4,000 words)

### **Scope of Work**

Each student writes a detailed description of a specific job he or she will complete as part of a building contract between his or her company and the client. (300 words)

### **Meeting Agenda**

Each student plans and writes an agenda for one in-class team meeting. (250 words)

### **Progress Report**

Team members compose a memo to the team leader regarding progress on proposal; leader writes memo to instructor. (200 words)

## Grading Scale

### Written Assignments

Memo revision	30 Points
Email revision	30
Writing Situation 1	35
Writing Situation 2	35
Resume/Application Letter	100
Annotated Bibliography	100
RFI	25
Progress Report	50
Scope of Work	25
Meeting Agenda	25
Draft of proposal section	50
Team Proposal	150
Quizzes	20

### Speaking Assignments

Courtroom Scenario	50
Interview	100
Lead Team Meeting	25
Proposal Presentation	150

### TOTAL

### 1000 POINTS

<b>A</b>	<b>4.0</b>	<b>93%</b>	<b>93-100</b>	<b>930-1000</b>	<b>C</b>	<b>2.0</b>	<b>73%</b>	<b>73-76</b>	<b>730-769</b>
<b>A-</b>	<b>3.67</b>	<b>90%</b>	<b>90-92</b>	<b>900-929</b>	<b>C-</b>	<b>1.67</b>	<b>70%</b>	<b>70-72</b>	<b>700-729</b>
<b>B+</b>	<b>3.33</b>	<b>87%</b>	<b>87-89</b>	<b>870-899</b>	<b>D+</b>	<b>1.33</b>	<b>67%</b>	<b>67-69</b>	<b>670-699</b>
<b>B</b>	<b>3.0</b>	<b>83%</b>	<b>83-86</b>	<b>830-869</b>	<b>D</b>	<b>1.0</b>	<b>63%</b>	<b>63-66</b>	<b>630-669</b>
<b>B-</b>	<b>2.67</b>	<b>80%</b>	<b>80-82</b>	<b>800-829</b>	<b>D-</b>	<b>0.67</b>	<b>60%</b>	<b>60-62</b>	<b>600-629</b>
<b>C+</b>	<b>2.33</b>	<b>77%</b>	<b>77-79</b>	<b>770-799</b>	<b>E</b>	<b>0.00</b>	<b>&lt;60%</b>	<b>0-59</b>	<b>0-599</b>

Course grades have two components. To receive Writing Requirement credit, a student must receive a grade of C or higher and a satisfactory completion of the writing component of the course. UWP policy further stipulates that to receive a C or higher in the course, the Writing Requirement must be met.