

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

## **GEN-ED Composition – 6000 words**

**Class number:** 12709

**Class Meeting Days/Period:** TR 5-6,6

### **Contact Information:**

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### **INSTRUCTOR AVAILABILITY**

#### Office Hours

Monday and Thursday from 10:30AM-12:00 PM in 340 Rinker Hall

#### Email Response Time (including Canvas messages)

Allow 48 hours for replies to emails. This may be extended to 72 hours if the email is left over a weekend or holiday.

#### Student Concerns

If you have concerns or questions about any assignment or situation in this course please contact me right away, vs. waiting until right before a test or an assignment is due.

### **IMPORTANT CONSIDERATIONS**

- The calendar is tentative and thus subject to change if circumstances require it.
- Additional information is included in the appendices of this syllabus, as required by the University of Florida and the M.E. Rinker, Sr. School of Construction Management; please make sure you read all of it.
- Success in this course requires the following:

#### **I. You must attend class.**

Plan to attend every class. **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. 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.**

**NO EXCEPTIONS.**

Please note absences are based on hours not days so if you miss a double period, you have missed two class contact hours. Being late more than 10 minutes or leaving before the official end of the class period will be counted as an absence. Also, updates to this syllabus, additional course material (that will be on quizzes/assignments), and helpful hints for projects will often be provided during class. If you miss class, you will miss that information. In that situation, you are responsible for obtaining it from other students, as it will not be repeated in future classes or provided in office hours. Contact me prior to class for absences due to illness or severe personal problems. If a true emergency prevents you from contacting me prior to class, contact me as soon as possible following the emergency.

Please note, your course time is assigned exclusively through the university schedule. ***Other courses cannot intrude or excuse you from attending this course during the assigned time allotted to this course. NO EXCEPTIONS.***

See Appendices A and B.

**II. You must pay attention in class.**

Just showing up isn't enough; you must be invested in the material. All students are expected to remain focused and to respect other students and the instructor by not engaging in distracting activities. Please keep classroom eating to a minimum. During class discussions, please stay on topic and respect the opinions of your colleagues. Turn off your cell phones for every class, and restrict use of laptops to note-taking. Texting, taking personal calls, and other distracting behaviors will result in you receiving an absence for that class period, **NO EXCEPTIONS**. See Appendix B.

Please note: **any material discussed or presented in class can and will be used in any quiz, test, or assignment.** Not all course material tested will be course power point. It is the student's responsibility to take class notes.

**III. You must produce quality work.**

In order for you to do well in this course, you **MUST** take the course material seriously. Please be diligent in preparing for class, studying assigned material, and researching/writing your assignments. And please follow all guidelines and requirements (provided in this syllabus and in class) or you will lose significant points. See Appendix A.

**IV. You must be honest.**

This is your one and only warning: I have a zero-tolerance policy for any violation of the academic honesty policy including but not limited to cheating and plagiarism. Be sure you fully understand what constitutes plagiarism and cheating, because any form of either will result in

disciplinary action, to up a failing grade for the **ENTIRE COURSE**. Additionally, I will seek the harshest judicial penalties allowable under UF's policies. See Appendix B.

## APPENDIX A – COURSE OUTLINE/GENERAL INFORMATION

### Course Goals and 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.

NOTE: This course has a prerequisite of ENC1101 and ENC 1102. It is the expectation that all students taking this course have a high knowledge and proficiency in college level English grammar and writing. This course is intended to apply your college level writing skills in to the needs and demands of the field of construction management. All assignments will be graded according to college level English standards.

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

Upon completion of the course students will demonstrate their ability as described below:

SLO 1	Create written communications appropriate to the construction discipline.
SLO 2	Create oral presentations appropriate to the construction discipline.
CLO 1	Plan, draft, revise, edit, and proofread construction-specific
CLO 2	Use research, critical thinking, peer collaboration, and problem-solving skills to develop a team proposal
CLO 3	Identify and write/speak to specific audiences
CLO 4	Develop academic research skills using library and research databases
CLO 5	Summarize, analyze, and synthesize academic sources and other information
CLO 6	Participate in groups as peer reviewers and collaborators
CLO 7	Accurately cite and incorporate others' ideas and designs into projects
CLO 8	Prepare and effectively deliver oral presentations individually and as part of a team
CLO 9	Develop and present a resume, application letter, and interview tailored to a specific internship position

Assessment of SLOs

Upon completion of the course students will demonstrate their ability as described below:

Assessments		Target		
		Max points	Min Acc	Goal
SLO 1	Average of the following assignments: Memo, Letter, In-Class Writing Assignment, Resume, Cover Letter, Annotated Bibliography, Meeting Agenda, Meeting Minutes, Progress Report, Request for Bid Information, RFP Written Proposal	100	70	At least 80% receive a 70 or better
SLO 2	Average of the following assignments: Interview, RFP Oral Presentation	100	70	At least 80% receive a 70 or better
CLO 1	Average of the following assignments: Memo, Letter, In-Class Writing Assignment, Meeting Agenda, Meeting Minutes, Progress Report, Request for Bid Information, Sketch Up Assignment	100	70	At least 80% receive a 70 or better
CLO 2	Average of the following assignments: Meeting Agenda, Meeting Minutes, Progress Report, Request for Bid Information, Team Meeting	100	70	At least 80% receive a 70 or better
CLO 3	Average of the following assignments: Memo, Letter, In-Class Writing Assignment, Resume, Cover Letter, Annotated Bibliography, Meeting Agenda, Meeting Minutes, Team Meeting, Progress Report, Request for Bid Information, RFP Written Proposal, RFP Oral Presentation	100	70	At least 80% receive a 70 or better
CLO 4	Annotated Bibliography Grade	100	70	At least 80% receive a 70 or better
CLO 5	Average of the following assignments: , Annotated Bibliography, RFP Written Proposal	100	70	At least 80% receive a 70 or better
CLO 6	Average of the following assignments: Meeting Agenda, Meeting Minutes, Team Meeting, RFP Written Proposal, RFP Oral Presentation	100	70	At least 80% receive a 70 or better

CLO 7	Average of the following assignments: Annotated Bibliography, Meeting Agenda, Meeting Minutes, Team Meeting, Progress Report, RFP Written Proposal, RFP Oral Presentation	100	70	At least 80% receive a 70 or better
CLO 8	Average of the following assignments: Interview, Team Meeting, RFP Oral Presentation	100	70	At least 80% receive a 70 or better
CLO 9	Average of the following assignments: Resume, Cover Letter, and Interview	100	70	At least 80% receive a 70 or better

## APPENDIX B – COURSE POLICIES

### Attendance

Please see page 1 for information on how missing class affects your grade and your ability to keep up with course material.

### Make-up Work

**The following does NOT apply to the interview, team meeting, and proposal assignments. Students are expected to attend these assignments as scheduled.**

If you need to miss class when a quiz or is being given, you will only be given a make-up quiz/exam if you: 1) contact me ahead of time to let me know, and 2) provide appropriate documentation. Guidelines for acceptable and unacceptable documentation are:

Appropriate Documentation	Inappropriate Documentation
<ul style="list-style-type: none"> <li>• A letter from the UF Student Health Care Center or the UF Counseling Center supporting your request and stating why you were unable to take the quiz/test</li> <li>• A letter from non-UF physicians, counselors, therapists, etc. supporting your request with specific language that addresses why you were unable to take the quiz/test</li> <li>• A police report, jury duty notice, or other official legal document that supports your case</li> <li>• Plane/bus/train tickets, turnpike toll receipts, or other travel documents that show you were called away from campus</li> </ul>	<ul style="list-style-type: none"> <li>• Letters from friends, parents, or other relatives supporting your request</li> <li>• Letters from employers stating you had to work on the day of the quiz/test</li> <li>• Letters from student clubs, fraternities/sororities, etc. stating that you were involved with an event or activity on the day of the quiz/test</li> <li>• Statements from anyone suggesting that you may not qualify for employment, financial aid, housing, graduate or professional school, or other activities/opportunities if you do poorly in this class due to missing a quiz/test</li> </ul>

<p>for an emergency on the day of the quiz/test</p> <ul style="list-style-type: none"> <li>• Funeral announcements, obituaries, or death certificates of relatives that clearly show your inability to take the quiz/test on that specific day</li> </ul>	<ul style="list-style-type: none"> <li>• Funeral announcements, obituaries, or death certificates of people whose relationship to you cannot be verified</li> </ul>
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Make-up quizzes/exams must be taken on a mutually agreeable date as soon reasonable after the original quiz/exam date. Content will be similar, but not the same as the original quiz/exam. A student who misses a quiz or exam with appropriate documentation also has the option of asking that their final grade be calculated based only on assessments completed, instead of taking a make-up; the final decision is up to the instructor.

Deadlines

All projects must be turned in on the due date/time specified in class and published within the assignment. Late projects lose one full letter grade for each day beyond the original due date.

## APPENDIX C – STUDENT CONDUCT/INTEGRITY

### Class Demeanor

All students are expected to arrive to class on time and behave respectfully and professionally toward fellow students and the instructor. There is no set dress code for this class unless a presentation is required; if so, then business casual rules must be observed.

### 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

You may not use cell phones in this class. If your cell phone rings in class more than twice over the course of the semester, you will receive one absence from the course.

### Academic Honesty

Students must follow University of Florida’s policy regarding plagiarism, cheating, and the use of copyrighted materials. Students are responsible for reading and abiding by the University’s Student Code of Conduct (<https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/>).

All students registered at the University of Florida have agreed to comply with the following statement: “I understand that the University of Florida expects its students to be honest in all their academic work. I agree to adhere to this commitment to academic honesty and understand that my failure to comply with this commitment may result in disciplinary action up to and including expulsion from the University.” In addition, on all work submitted for credit the following pledge is either required or implied: “On my honor I have neither given nor received unauthorized aid in doing this assignment.” If you witness any instances of academic dishonesty in this class, please notify the instructor or contact the Student Honor Court (392-1631) or Cheating Hotline (392-6999).

Students who are unclear about what constitutes academic dishonesty, academic misconduct, plagiarism, or other violations should consult UF resources such as the Academic Integrity Training Module (<https://sccr.dso.ufl.edu/quick-links/academic-integrity/>). You may also consult with your instructor or anyone in the Dean of Students Office (Peabody Hall).

Essentially, cheating, plagiarism, or lying in any form is unacceptable behavior, even if you are just helping someone cheat or plagiarize, directly or indirectly. Cheating will result in a failing grade for this entire course and a formal report to UF Honor Court – don’t do it! Plagiarism on a writing assignment occurs when you use other people’s words, ideas, or arguments and do not cite them properly. Be sure to cite every source you use, including anything you pull from the Internet, even if the source is not directly quoted. Here’s a good guideline: If you use more than four words in a row from someone else’s writing, they need to be in quotation marks with a clear citation. Plagiarism on written assignments will result in a large reduction of points and possibly a zero on that entire assignment or a grade of “E” in the course (based on the percentage of plagiarism found by Turnitin; see below), plus a formal report to UF Honor Court.

<b>Turnitin Percentage Found</b>	<b>Minimum Consequences</b>
≤ 15%	Generally acceptable after review by instructor and the nature of material used. If all 15% is from one block of text, the instructor considers that plagiarism. It is up to the discretion of instructor to determine if plagiarism has occurred and will refer to Honor Court.
16-25%	Reduction of points, report to Honor Court
26-50%	Zero on assignment, report to Honor Court
>50%	E in entire course, report to Honor Court

**While Turnitin is a valuable instructor resource, violations of the Honor Code are not limited to cases indicated by this service. The instructor reserves the right to investigate and refer all cases of suspected Honor Court violations outside of the use of this service.**

*By remaining enrolled in this course, you consent to all of these policies.*

## APPENDIX D – OTHER UF POLICIES AND RESOURCES

### University Policy on Accommodating Students with Disabilities

Students requesting accommodation for disabilities must first register with the Dean of Students Office (<http://www.dso.ufl.edu/drc/>). The Dean of Students Office will provide documentation to the student who must then provide this documentation to the instructor when requesting accommodation. You must submit this documentation prior to submitting assignments or taking the quizzes or exams. Accommodations are not retroactive, therefore, students should contact the office as soon as possible in the term for which they are seeking accommodations.

### Course Evaluation

Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available at <https://gatorevals.aa.ufl.edu/students/>. Students will be notified when the evaluation period opens, and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via <https://ufl.bluera.com/ufl/>. Summaries of course evaluation results are available to students at <https://gatorevals.aa.ufl.edu/public-results/>.

### Counseling/Health Services

Students may occasionally have personal issues that arise in the course of pursuing higher education or that may interfere with their academic performance. If you find yourself facing problems affecting your coursework, you are encouraged to talk with the instructor and to seek professional assistance. Resources are available on-campus and off-campus for students having personal, academic, or career problems. Resources include:

- Counseling & Wellness Center, 392-1575, personal and career counseling, <http://www.counsel.ufl.edu/>
- Student Mental Health Services, 392-1171, <http://www.health.ufl.edu/shcc/smhs/index.htm#urgent>
- Student Health Care Center, 392-1161, personal and counseling
- Center for Sexual Assault/Abuse Recovery and Education (CARE), Student Health Care Center, 392-1161 x4321
- Career Resource Center, Reitz Union, 392-1601, career development assistance and counseling
- Alachua County Crisis Center, 352-264-6789 (available 24/7)

### Computer Policy

In keeping with the University of Florida's student computer policy all assignments completed for this class must be typed using a word processing program. Use of spell-checking and grammar-checking programs is strongly encouraged. Points will be deducted from assignment with excessive spelling/grammar errors. Use of desktop publishing software and computer generated graphics for course product that may eventually be included in student's portfolios is also strongly encouraged.

### Software Use

All faculty, staff, and students of the University of Florida are required and expected to obey laws and legal agreements governing software use. Failure to do so can lead to monetary damages and/or criminal penalties for the individual violator. Because such violations are also against University policies and rules, disciplinary action will be taken as appropriate.

### Acceptable Use Policy

Please read the University of Florida Acceptable Use Policy:

<https://it.ufl.edu/policies/acceptable-use/acceptable-use-policy/>. You are expected to abide by this policy.

## **APPENDIX E – OTHER UF POLICIES AND RESOURCES**

### **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. (600 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. (1500 words)

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

Using proper formatting, students create an RFI seeking clarification from an architect regarding building specifications. (300 words)

#### **Meeting Agenda**

Each student plans and writes an agenda for one in-class team meeting. (300 words)

#### **Meeting Minutes**

Each student plans and writes the minutes for one in-class team meeting. (300 words)

#### **Proposal**

Working in teams, students will each plan, design, and write a 20-page minimum proposal section in response to a Request for Proposals (RFP). (4000 words)

### Assignment Grading

<b>Fundamentals of Professional Writing</b>		<b>25%</b>
Memorandum	100 pts	
Business Letter	100 pts	
Memo/Letter Assignment	100 pts	
Meeting Agenda	100 pts	
Meeting Minutes	100 pts	
RFI	100 pts	
Progress Reports	100 pts	
<b>Professional Development</b>		<b>10%</b>
Resume	100 pts	
Cover Letter	100 pts	
Interview	100 pts	
<b>Annotated Bibliography</b>		<b>5%</b>
Annotated Bibliography Assignment	100 pts	
<b>Graphic Communications</b>		<b>10%</b>
Sketch-Up Model	50 pts	
Exterior Plans	100 pts	
Interior Plans	100 pts	
<b>Project Written Proposal</b>		<b>25%</b>
RFP Proposal	100 pts	
<b>Project Oral Presentation</b>		<b>15%</b>
Team Presentation	100 pts	
<b>Roll Call Attendance</b>		<b>10%</b>
<b>Total</b>		<b>100%</b>

Grades will be computed according to the following scale:

A=93-100; A- =90-92.9; B+ =87-89.9; B=83-86.9; B- =80-82.9;  
C+ = 77-79.9; C=73-76.9; C- =70-72.9; D+ =67-69.9; D=63-66.9;  
D- =60-62.9; E<60.

Points will be taken from the final grade for each missing or inaccurate component:

1. Did you follow guidelines provided in class re: minimum length of paper, including fonts and spacing?
2. Did you include all required information/sections as outlined in class?
3. Is the information you included in each section relevant to that section, as discussed in class?
4. Did you provide proper citations/sources for both written sections and graphics/pictures used?
5. Is your writing clear, concise, professional, not redundant, and grammatically correct?
6. Did you use proper punctuation and spelling?
7. Are you writing with a professional tone?

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.

# Appendix F

## Schedule of Classes and Assignments

This schedule is subject to change. The online syllabus and schedule supersede the paper copy. Unless otherwise indicated, assignments and readings are strictly due on the day/time as listed in Canvas.

### Unit 1: Professional Writing for Construction Management

#### Week 1

- Introduction: Syllabus, Texts, Goals, and Course Organization.
- Fundamental Skills of Communication; Writing and Speaking
- Writing effective Memos and Letters
- How to write “bad news” messages
- **Assignment: Memo and Letter Revision, see Canvas for due date.**

#### Week 2

- Introduction: Syllabus, Texts, Goals, and Course Organization.
- Fundamental Skills of Communication; Writing and Speaking
- Writing effective Memos and Letters
- How to write “bad news” messages
- **Assignment: Memo and Letter Revision, see Canvas for due date.**
- **Assignment: Locate a job or internship announcement, see Canvas for due date.**

### Unit 2: Resume, Employment Interviews, and Career Fair

#### Week 3

- Application of writing skills
- Resume writing for Construction Management
- Writing Resumes and Writing Letters of Application, Application Letter Elements, Letter Format, Resume Tips
- Construction Skill Fundamentals: Oral Communication.
- **Submit resume, cover letter and Internship/Position: Write your professional resume in the *required format* for Construction Management, see Canvas for due date.**

#### Week 4

- **Participate in the Mock Interviews—Attendance is strictly required on the date assigned.**
- **Homework: Watch Sketch Up Tutorial Videos**
- **Assignment: Create Sketch Up Model, see Canvas for due date.**
- **The schedule is subject to change due industry representative availability**

#### **Week 5 – Career Fair Week**

- Preparation for the Career Fair- Job Interview Skills/Career Fair Tips
- **Participate in the Mock Interviews—Attendance is strictly required on the date assigned.**
- **The schedule is subject to change due industry representative availability**
- **Due: Attend the Career Fair**

### **Unit 3: Creating a Construction Proposal (RFP)**

#### **Week 6**

- Detailed presentation of the assignment, see RFP posted in Canvas Assignments.
- Team Assignments
- **In Class Assignment: Memo and Letter Revision**
- **Assignment: Request for Proposal (RFP), see Canvas for due date.**
- **Establishment of Team Meeting Schedule**
- **Assignment: Create Team Meeting Schedule, see Canvas for due date.**

### **Unit 4: Creating an RFP – Annotated Bibliography**

#### **Week 7 –**

- Annotated Bibliography.
- Writing Agendas and Minutes for meetings
- How to conduct effective team meetings
- Proofing and Formatting the Final Written Proposal
- Class Slides: Proofing and Formatting Final Written Proposal
- **In Class Assignment: Team Meeting**
- **Assignment: Annotated Bibliography, see Canvas for due date.**
- **Assignment: Progress Report Memo see Canvas for due date**

### **Unit 5: Creating an RFP – RFI and RFBI**

#### **Week 8**

- Writing Requests for Information (RFIs)
- RFI Guidelines, Sample RFIs
- **Assignment: Create RFI, see Canvas for due date**
- **Assignment: Create Exterior and Interior Plans in Sketch Up**
- **In Class Assignment: Team Meeting**

## Unit 6: Creating an RFP – Effective Oral Presentations

### Week 9

- Creating Effective Oral Presentations
- Class Slides: Team Presentations
- **Assignment: Create Exterior and Interior Plans in Sketch Up**
- **Assignment: Create RFP Presentation slides**
- **In Class Assignment: Team Meeting**

### Week 10

- Proofing and Formatting the Final Written Proposal
- Class Slides: Proofing and Formatting Final Written Proposal
- **Assignment: Create Exterior and Interior Plans in Sketch Up**
- **Assignment: Create RFP Presentation slides**
- **In Class Assignment: Team Meeting**

## Unit 7: Creating an RFP – Editing, Formatting, and Proofing

### Week 11

- Proofing and Formatting the Final Written Proposal
- Class Slides: Proofing and Formatting Final Written Proposal
- **Assignment: Create Exterior and Interior Plans in Sketch Up**
- **Assignment: Create RFP Presentation slides**
- **In Class Assignment: Team Meeting**

## Unit 8: Practice Oral Presentations

### Week 12

- Proofing and Formatting the Final Written Proposal
- Team Practice Oral Presentation, See Canvas for Team Schedule
- **Assignment: Create Exterior and Interior Plans in Sketch Up**
- **Assignment: Create RFP Presentation slides**
- **In Class Assignment: Team Meeting**

### **Week 13**

- Proofing and Formatting the Final Written Proposal
- Team Practice Oral Presentation, See Canvas for Team Schedule
- **Assignment: Create Exterior and Interior Plans in Sketch Up**
- **Assignment: Create RFP Presentation slides**
- **In Class Assignment: Team Meeting**

### **Week 14**

- Team Practice Oral Presentation

## **Unit 9: Live Presentation of Final Proposal**

### **Week 15**

- Final RFP Oral Presentations, see Canvas for Team Schedule

### **Week 16**

- Final RFP Oral Presentations, see Canvas for Team Schedule