

## Rubric: Communication (BUSA)

	Poor	Fair	Good	Excellent
<b>Grammar &amp; Vocabulary</b> ACBSP 4 PLNU ILO 1 FSB LO 2 BUS AD 3.a	Mistakes in grammar such as spelling and punctuation are common. Informal or unprofessional language is often used (i.e. slang). Language reflects lack of knowledge or bias.	Repetitive mistakes in grammar such as spelling and/or punctuation are made. Vocabulary is correctly used but vague and simplistic, requiring that the reader interpret comments.	Grammar and vocabulary usage are acceptable, although there are minor punctuation or spelling errors. Narrative is descriptive and supports all arguments made.	Grammar and vocabulary usage are flawless. The selection of vocabulary is rich, providing vivid descriptions that support all arguments made. The paper is of publishable or of dissemination quality.
<b>Writing</b> ACBSP 4 PLNU ILO 1 FSB LO 2 BUS AD 3.b	Organization is unclear (no clear introduction, body, or conclusion), purpose is not stated. The report is disjointed and contains three or more inaccuracies and/or the writing is politically incorrect. Main points are not supported with credible evidence. Proper APA Guidelines are not followed. 6 or more APA errors noted.	Organization is attempted, but needs improvement (introduction does not clearly support the main sections in paper and/or conclusion is incomplete). The paper has clear sections but the writing is hurried and partially inaccurate in several places. More attention to detail is needed. APA Guidelines are followed but often used incorrectly. Maximum of 5 errors noted.	Organization is good (clear introduction, body and conclusion). The paper has clear sections which are connected through transitions. Arguments are backed with appropriate, credible evidence. Some minor errors. The student could easily fix these problems with additional time. Use of APA guidelines for in-text citations and Reference Page are appropriate. Maximum of 3 errors noted.	Outstanding organization as shown through creative introduction, clear sections in paper, and catchy conclusion. The sections of paper are smoothly connected through the use of original transitions. Arguments are backed with appropriate, scholarly, credible evidence. APA format is correctly used throughout the paper in both in-text citations and Reference Page.
<b>Technology</b> ACBSP 4 PLNU ILO 1 FSB LO 2 BUS AD 3. c	Insufficient use of technology. Graphics, such as tables and charts, are not utilized. There are no embellishments such as font changes, indentations, bulleted lists. If required, PowerPoint was absent or unprofessional.	Technology is used to support the report but needs improvement. Graphics, such as tables and charts, are rare and difficult to read or interpret. Few embellishments are used such as font changes, indentations, and bulleted lists. If required, PowerPoint is utilized but is somewhat incomplete or unprofessional and lacked visual graphics.	Use of technology is appropriate. Graphics, such as tables and charts, are often clear and easy to interpret. Many embellishments are used such as font changes, indentations, and bulleted lists. If required, PowerPoint sufficiently supported the presentation. Some complimentary graphics were used.	Use of technology is excellent. Graphics, such as tables and charts, are clear, colorful, and easy to interpret. Embellishments such as font changes, indentations and bulleted lists are appropriately used. If required, PowerPoint effectively outlined presentation (not too much info.) and incorporated complimentary, professional graphics and background.
<b>Presenting</b> ACBSP 4 PLNU ILO 2 FSB LO2 BUS AD3. d	Organization is unclear. Poor eye contact. No movement out from podium and no use of gestures. Rate and/or volume made presentation difficult to understand. Appearance was unprofessional and distracting. Language was often unprofessional and inappropriate. Evidence to support main points was very weak. Visual Aids were not utilized or were very weak.	Organization is attempted, but needs improvement. Eye contact was infrequently made. Slight movements out from podium, gestures were rarely utilized. Rate was too fast or too slow. Volume could use improvement. More variance in pitch needed. Appearance is somewhat distracting and/or incomplete suit is worn. Language is unprofessional at times. Evidence is minimal. Visual Aids were minimal.	Organization is satisfactory and includes opening, main points, transitions, and conclusion. Eye contact was good. Moved out from podium at times, and utilized some gestures. Rate was often understandable, pitch was often varied. Often easily heard. Professional suit was worn with an effort to be non-distracting. Language was often courteous and professional. Good use of evidence to support main points. Visual Aids were good.	Clear organization including creative opening, distinct main points, and catchy conclusion. Eye contact was excellent. Student moved out from podium and gestures were effectively utilized, rate was understandable, pitch was varied and presentation was easily heard. Attire was professional and non-distracting (full suit and dress shoes). Language was professional. Excellent use of evidence to support main points. Visuals Aids were outstanding.
<b>Interpersonal Skills</b>	Student does not participate as a respectful team member to ensure the accomplishment of the organization's goals and objectives. Student does not show openness or ability to handle conflict effectively.	Student is beginning to participate as a respectful team member to ensure the accomplishment of the organization's goals and objectives. Student is beginning to show openness or ability to handle conflict effectively.	Student often participates as a respectful team member to ensure the accomplishment of the organization's goals and objectives. Student often shows openness or ability to handle conflict effectively.	Student consistently participates as a respectful team member to ensure the accomplishment of the organization's goals and objectives. Student consistently shows openness or ability to handle conflict effectively.
<b>Professionalism</b>	Student is not composed and slang is often utilized. Student is not dressed professionally.	Student is somewhat composed and slang is sometimes utilized. Student is beginning to dress professionally.	Student is usually composed and slang is rarely utilized. Student is usually dressed professionally.	Student is consistently composed, does not use slang, and is dressed professionally.