

**UG Goal 1: Communication
Rubrics**

UG Goal 1: Our students are able to communicate effectively, both orally and in writing, in a business context so they are prepared for a successful career in business (mission-related).

Objective 1.1: Our students can communicate effectively by giving a presentation in one-on-one and/or one-to-many (supported with technology such as PowerPoint) that meets professional expectations for delivery, use of visual aids, and organization.

Rubric for LO 1.1

ABILITY	Below Expectations	Meets expectations	Exceeds expectations
Content, Organization, Structure, and Language of the presentation	<ul style="list-style-type: none"> • Incorrect or irrelevant content. • No clear roadmap (no outline). • Too many slides or too few slides. Too much text on each slide or not enough text on each slide. Presentation does not flow smoothly. • Inappropriate and/or excessive use of images per slide. • Weak grammatical construction and inadequate use of professional language. 	<ul style="list-style-type: none"> • Mostly relevant content. • Somewhat clear roadmap (provides somewhat good outline of the presentation). • Mostly organized slides with decent amount and structure of text. Slides are mostly easy to read and understand. Presentation flows somewhat smoothly. • Mostly appropriate type and number of images per slide. • Decent grammatical construction and mostly professional language used. 	<ul style="list-style-type: none"> • Content is relevant and exceeds expectations. • Very clear roadmap (very good presentation outline). • Very well organized slides with excellent amount and structure of text. Slides are very easy to read and understand. Presentation flows very smoothly. • Very appropriate type and number of images per slide • Excellent grammatical construction and highly professional language used.
Engagement of audience	<ul style="list-style-type: none"> • Weak and not engaging introduction of subject matter. • Poor summary of presentation's main points. Draws incorrect or irrelevant conclusions. • Does not respond to questions effectively. 	<ul style="list-style-type: none"> • Introduces subject matter is somewhat appropriate and somewhat engaging. • Summarizes presentation's main points somewhat adequately. Draws somewhat adequate conclusions. • Responds to questions somewhat effectively 	<ul style="list-style-type: none"> • Excellent and very engaging introduction of subject matter. • Summarizes presentation's main points very well. Draws excellent conclusions. • Responds to questions very effectively

Effectiveness of Delivery	<ul style="list-style-type: none"> Weak delivery. Poor pace, pitch, and volume (too low or too high). Difficult to understand. Exhibits poor enthusiasm, interest, and confidence. Mostly reads from the slides. Poor non-verbal communications – includes, posture, eye contact with the audience. 	<ul style="list-style-type: none"> Decent delivery. Decent pace, pitch and volume. Somewhat easy to understand. Exhibits decent enthusiasm, interest, and confidence. Mostly discusses slides without reading them. Decent posture. Mostly establishes engaging eye contact with audience. 	<ul style="list-style-type: none"> Excellent delivery. Excellent pace, pitch, volume. Very easy to understand. Exhibit great enthusiasm, interest, confidence. Discusses slides without reading them. Excellent posture. excellently establishes engaging eye contact with audience.
Demonstration of knowledge in subject matter	<ul style="list-style-type: none"> Relies heavily on slides or notes. Mostly discusses by reading from the slides. Demonstrates lack of understanding of subject matter. 	<ul style="list-style-type: none"> Sometimes looks at slides to keep on track with presentation. Mostly discusses without reading from slides. Demonstrates good understanding of subject matter. 	<ul style="list-style-type: none"> Slides are used effectively to enhance speech. Speech could be effectively delivered without them. Demonstrates excellent understanding of subject matter.

Objective 1.2: Our students can communicate effectively via individual essays, short papers, business proposals, project reports, etc., that meet professional expectations for organization, spelling, grammar, general and business vocabulary use, and use of citations.

Rubric for LO 1.2

ABILITY	Below Expectations	Meets expectations	Exceeds expectations
Spelling and Grammar	<p>The writing does not follow normal conventions of spelling and grammar and has not been proofread. Therefore, the writing contains frequent spelling and grammar errors that interfere with comprehension.</p>	<p>The writing generally follows normal conventions of spelling and grammar and has been mostly proofread. Therefore, the writing contains minor spelling and grammar errors that sometimes interfere with comprehension.</p>	<p>The writing follows normal conventions of spelling and grammar throughout and has been well proofread. Therefore, the writing is completely error-free in terms of spelling and grammar.</p>
Logic & Organization	<p>Does not develop ideas cogently, uneven and ineffective organization of paragraphs and transitions. Unfocused introduction or conclusion</p>	<p>Develops mostly unified and coherent ideas within paragraphs with generally adequate transitions; mostly clear overall organization relating most ideas together. Mostly clear and specific introduction and conclusion.</p>	<p>Develops ideas cogently, organizes them logically with paragraphs and connects them with effective transitions. Very clear and specific introduction and conclusion.</p>
Demonstrate knowledge of subject matter	<p>Does not demonstrate good understanding of subject matter.</p>	<p>Demonstrates good understanding of subject matter.</p>	<p>Demonstrates excellent understanding of subject matter.</p>