

## BBA Oral Presentation Rubric

<b>Presentation Skills</b>	<b>Did not meet expectations 0-1</b>	<b>Met Expectations 2-3</b>	<b>Exceeded Expectations 4-5</b>	<b>Student Score</b>
Speaking and Volume	Volume so low some or most audience members could not hear the presentation; word and sentences not always clear or understandable	Audible to everyone in the room; generally words and sentences were clear and understandable	Projected voice so audience could clearly hear at all times; spoke clearly and understandably	
Speaking v. Reading	Read most of presentation or relied too heavily on notes	Referred to notes and read very little	Spoke extemporaneously and read only direct quotes	
Mannerisms	Fidgeted, hands in pockets, constantly moving, or other distracting mannerisms; excessive nervousness	Few distracting mannerisms	No distracting mannerisms	
Connect with audience	No eye contact with audience; excessively looked back at projection screen or notes; had no enthusiasm or interest for topic	Generally maintained eye contact with audience; showed interest or enthusiasm for the topic	Attempted to engage audience members from all sections of the room through eye contact and enthusiasm	
<b>Visual Aids</b>	<b>0-1</b>	<b>2-3</b>	<b>4-5</b>	
Readability	Distracting colors or animation; font too small; too many words or script of presentation	Appropriate number of words per slide; easily read by audience; animation limited	Slides used as an outline or for graphics; few words; animation limited; easily read by audience	
Effectiveness	Slides did not coordinate with speech; difficult to read slides while listening to speaker; too much information revealed on slides	Slides coordinated with speech; there was little to read that wasn't being covered by speech	Slides improved presentation and did not distract audience from the speech	
Quantity and Organization	Too many or too few slides; organization of slides did not aid in following points of speech	Quantity of slides coordinated with points/subtopics of speech	Quantity of slides coordinated with points/subtopics of speech and helped audience members understand organization and/or transitions	
<b>Content</b>	<b>0-1</b>	<b>2-3</b>	<b>4-5</b>	
Introduction	Speaker failed to introduce topic or self appropriately; purpose of presentation unclear to audience	Speaker introduced topic, purpose, and self	Speaker introduced topic, purpose, and self along with an effective attention-getter	
Coverage of Subject Matter	The topic was not fully covered or material presented was inaccurate; inability to distinguish between fact and opinion; speaker did not have a good understanding of the topic	The topic was covered in an appropriate depth with few or no factual errors or misinterpretations; fact and opinion were distinguished; speaker had a good understanding of the topic	The topic was fully covered; no factual errors or misinterpretations were included; fact and opinion were distinguished and used appropriately; speaker demonstrated expertise or a clear understanding of the topic	
Conclusion	Abrupt ending; no summary or wrap up; failure to provide references (if needed)	General summary or wrap up; speech was brought to a comfortable conclusion; appropriate referencing	Main points were reinforced or take-away messages restated; speech was brought to a purposeful conclusion; appropriate referencing	
Questions and Comments	Speaker did not invite questions or comments or did not handle them appropriately	Speaker invited questions and comments and answered or responded	Speaker invited questions and comments and was able to answer or engage in a discussion	
<b>Total Score:</b>				