

BBA
Written Communication Skills Rubric

2=Outstanding; 1=Acceptable; 0=Unacceptable

	SCORE	2	1	0
1. Content	_____	Information provides firm support for thesis and displays evidence of a basic analysis of a sufficiently limited topic. Reader gains insights.	Information supports thesis at times. Analysis is basic or general. Reader gains few insights.	Paper does not successfully identify thesis. Analysis is vague or not evident. Reader is confused or may be misinformed.
2. Organization	_____	Ideas are arranged logically to support thesis. They flow smoothly from one to another and are clearly linked to each other.	Ideas are arranged logically to support thesis. They are usually clearly linked to each other.	Writing is not arranged logically. Frequently, ideas fail to make sense together.
3. Purpose	_____	The writer's purpose is readily apparent to the reader.	The writing has a firm purpose, but may occasionally digress from the purpose.	The purpose is not always clear.
4. Tone	_____	Tone is consistently professional and appropriate for the audience and for the purpose.	Tone is generally professional. In general, it is appropriate for the audience and purpose.	Tone is not consistently professional or appropriate for the audience and purpose.
5. Sentence structure and word choice	_____	Sentences are well phrased and varied in length and structure. They flow smoothly from one to another. Word choice is consistently precise.	Sentences are well phrased and demonstrate some variety in length and structure. The flow from sentence to sentence is generally smooth. Word choice is generally good.	Some sentences are awkwardly constructed, and they represent an occasional distraction for the reader. Word choice is merely adequate, and the range of words is limited. Some words are used inappropriately.
6. Grammar, Spelling, Mechanics	_____	Writing is free or almost free of errors.	There are occasional violations in the writing, but they do not represent a major distraction or obscure the meaning.	The writing has numerous errors, and the reader is distracted by them.
7. Use of references or Supporting analyses	_____	Compelling evidence is given to support claims and attribution is clear and fairly represented.	References or analyses to support claims are generally present.	Although occasional references or weak analyses are provided, the writer over-relies on unsubstantiated statements. The reader is confused about the source of the ideas. Or references are not cited.
Total Score:				