

BBA WRITTEN COMMUNICATION RUBRIC

Criteria	Level 1	Level 2	Level 3	Level 4
Content	Paper does not identify thesis or purpose. Analysis vague or missing. Reader is confused or misinformed	Some analysis of a thesis or purpose. Reader gains few insights	Basic analysis of a thesis or purpose. Reader gains sufficient insight	Thoughtful and insightful analysis of a clearly presented thesis or purpose. Reader gains good insight
Organization	Little semblance of logical organization. Reader cannot identify reasoning	Writing is not logical and ideas sometime fail to make sense. Reader needs to work to figure out meaning	Ideas are, for the most part, arranged logically and linked. Reader can follow most of the reasoning	Ideas arranged logically. Flow smoothly and are clearly linked. Reader can follow reasoning
Tone	Tone is not professional. It is inappropriate for audience and purpose	Tone is occasionally professional or occasionally appropriate for audience	Tone is generally professional and mostly appropriate for audience	Tone is consistently professional and appropriate for audience
Mechanics	Errors are so numerous that they obscure meaning	Writing has numerous errors and distracts the reader	Occasional errors in writing, but they don't represent a major distraction	Writing is free or almost free of errors
References	References are not or mostly not presented	Occasional and/or incomplete references are provided	Complete references are generally present	Sources of presented evidence are clearly and fairly represented
Format	No standardized format followed	Format of document reflects incomplete knowledge of standard	A recognized format is generally followed; a few mistakes	A recognized format is correctly followed