

MBA EFFECTIVE PRESENTATION RUBRIC

Criteria	Level 1	Level 2	Level 3	Level 4
Organization	Presentation is very disorganized; little flow; vague; difficult to understand.	Presentation is confusing and disorganized in a number of places; disconnected or choppy; takes some effort to follow.	Presentation flows smoothly with occasional confusion or rough patches between ideas.	Presentation is smooth, polished and organized; flows well.
Delivery	Presenter is very uncomfortable; speech is rushed, slow or inarticulate; style is distracting or annoying.	Presenter is somewhat uncomfortable or nervous; limited expression; noticeable use of filler words (uhs, likes) or pauses.	Presenter is generally comfortable; somewhat polished; minor use of filler words (uhs, likes) or pauses.	Presenter is very comfortable; speaks clearly and expressively; words and sentences flow.
Content	Points not clear; irrelevant information does not support ideas; listeners gain little.	Information is confusing in places; too much or too little information; listener gains a few insights.	Sufficient information; many good points made; some areas lacking; listener gains adequate insight.	Abundance of material; points clearly made; evidence supports; listeners gain insight.
Communication Aids	Communication aids are poorly prepared and/or distracting, or nonexistent.	Communication aids marginally prepared; do not support presentation well.	Professional communication aids, but not varied; may use too many/too few.	Appropriate, varied, and professional communication aids enhance presentation.
Nonverbals	Reads entire report, making no eye contact with audience.	Reads most of report; makes occasional eye contact.	Maintains eye contact, but returns to notes frequently	Maintains eye contact throughout presentation; seldom returns to notes.