**MBA Written Communication Rubric**

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| **Trait** | **Below Expectations**  **(1)** | **Meets**  **Expectations**  **(2)** | **Exceeds Expectations**  **(3)** |
| Write in an organized manner, include appropriate content and address intended audience. | Poor presentation and organization. Lacks logical sequencing of information, disorganized, and does not cover assigned task. | Reasonable presentation and organization. Follows logical sequencing of information, organization helps reader follow information, and covers assigned task. | Clear and logical presentation and organization. Follows logical sequencing of information, structure contributes to flow and transitions, covers assigned task, and assertions are compelling and clearly supported. |
| Write clear and effective formal reports that are mechanistically and stylistically appropriate. | Serious grammatical errors and poorly written. Overuse of simple sentences, misuse of words or idioms and sentence structure (run-ons, fragments), generally awkward writing style, and lacks business terminology. | Limited grammatical errors and reasonably written. Sentences vary in length. Strong action verbs used, relatively free of errors in word use and sentence structure (run-ons, fragments), mechanics do not distract from credibility of content, ideas are clearly presented, report uses business terms appropriately. | No grammatical errors and well-written. Demonstrates a sophisticated grasp of language in terms of both sentence structure and vocabulary. No errors in word use and sentence structure. Writing is fluid and concise, mechanics help establish credibility, ideas are presented in a compelling manner, report includes appropriate business terms. |