

DCOBA Undergraduate General Learning Goal # 2: Our students will be effective communicators.

Objective (b): Our graduates will be able to demonstrate competency in writing for common business scenarios.

Student Name: _____ **Student Major:** _____

Rubric Item	Exceeds Expectation (3)	Meets Expectation (2)	Not Meet Expectation (1)	N / A
Appearance, Format, Adherence to Guidelines				
Student follows guidelines in <u>format, margins, and appearance.</u>				
Student's writing has appropriate <u>length</u> and level of detail.				
Student's writing has correct <u>spelling, grammar, & punctuation.</u>				
Quality and Style				
Student's writing is <u>clear and concise.</u>				
Student's writing is <u>complete.</u>				
Student's work is <u>well written and readable.</u>				
Organization				
Student's writing is <u>well organized in paragraphs with topic sentences.</u>				
Student's writing <u>flows well from introduction to analysis to conclusion.</u>				
Student's writing has <u>good introduction</u> of the topic.				
Student's writing has <u>good conclusion.</u>				
Student's writing has <u>good recommendations.</u>				
Content				
Student provides <u>good analysis</u> to demonstrate knowledge of topic.				
Student provides <u>persuasive, well-supported arguments and ideas.</u>				
Student's writing is <u>relevant</u> in order to address the intended topic.				
Quality of Research/Use of Research				
Student's writing has <u>quality and credible sources.</u>				
Student's writing has <u>appropriately cited sources</u> where needed.				