

DCOBA Graduate General Learning Goal #5:

Our students will communicate at a professional level.

Objective(b): Our students will be able to conduct written communication in a professional business manner.

Student Name:

Student Major:

| Criteria | 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> | Xxxxxx | Xxxxxx | Xxxxxx | Xxxxxx |
| Appearance, Format, Adherence to Guidelines | Student's writing has appropriate <u>length and level of detail.</u> | Xxxxxx | Xxxxxx | Xxxxxx | Xxxxxx |
| Appearance, Format, Adherence to Guidelines | Student's writing has correct <u>spelling, grammar, & punctuation.</u> | Xxxxxx | Xxxxxx | Xxxxxx | Xxxxxx |
| Quality and Style | Student's writing is <u>clear and concise.</u> | Xxxxxx | Xxxxxx | Xxxxxx | Xxxxxx |
| Quality and Style | Student's writing is <u>complete.</u> | Xxxxxx | Xxxxxx | Xxxxxx | Xxxxxx |
| Quality and Style | Student's work is <u>well written and readable.</u> | Xxxxxx | Xxxxxx | Xxxxxx | Xxxxxx |
| Organization | Student's writing is <u>well organized in paragraphs with topic sentences.</u> | Xxxxxx | Xxxxxx | Xxxxxx | Xxxxxx |
| Organization | Student's writing <u>flows well from introduction to analysis to conclusion.</u> | Xxxxxx | Xxxxxx | Xxxxxx | Xxxxxx |
| Organization | Student's writing has <u>good introduction</u> of the topic. | Xxxxxx | Xxxxxx | Xxxxxx | Xxxxxx |
| Organization | Student's writing has <u>good conclusion.</u> | Xxxxxx | Xxxxxx | Xxxxxx | Xxxxxx |
| Organization | Student's writing has <u>good recommendations.</u> | Xxxxxx | Xxxxxx | Xxxxxx | Xxxxxx |
| Content | Student provides <u>good analysis</u> to demonstrate knowledge of topic. | Xxxxxx | Xxxxxx | Xxxxxx | Xxxxxx |
| Content | Student provides <u>persuasive, well-supported arguments and ideas.</u> | Xxxxxx | Xxxxxx | Xxxxxx | Xxxxxx |
| Content | Student's writing is <u>relevant</u> in order to address the intended topic. | Xxxxxx | Xxxxxx | Xxxxxx | Xxxxxx |
| Quality of Research/Use of Research | Student's writing has <u>quality and credible sources.</u> | Xxxxxx | Xxxxxx | Xxxxxx | Xxxxxx |
| Quality of Research/Use of Research | Student's writing has <u>appropriately cited sources</u> where needed. | Xxxxxx | Xxxxxx | Xxxxxx | Xxxxxx |

