|  |  |
| --- | --- |
| Kuwait University Logo.jpg | Kuwait UniversityCollege of Business AdministrationInternational Academic Accreditation Unit |

Rubric for Written Communication Skills

(MBA Program)

|  |  |  |  |
| --- | --- | --- | --- |
| Trait | Below Expectation | Meets Expectation | Exceeds Expectation |
| 0 | 1 | 2 | 3 | 4 | 5 |
| **Report Organization**  | Inadequate or illogical flow in written report, information is hard to follow. | Logical flow in written report, information is easy to follow (opening, middle, and conclusion are identifiable). | Well-organized written report, information is clear and easy to follow (strong opening, supporting middle, and strong conclusion). |
| **Report Elements** | Rarely includes or does not includes any of the professional report elements: Cover page & Title, Introduction, Report body, Conclusion, Appendix. | Report includes all elements in accepted order: Cover page & Title, Introduction, Report body, Conclusion, Appendix. | Includes all report elements in professional order: Cover page & Title, Introduction, Report body, Conclusion, Appendix. |
| **Support of the Argument** | Does not show adequate development; ideas are merely stated, may not be entirely relevant and lack adequate supporting examples and details | Uses good development and supports ideas with appropriate reasons and examples, but details might be less vivid. | Demonstrates exceptional development and supports ideas with strikingly appropriate examples that contain vivid details |
| **Conclusion** | Some conclusions are reached, show some understanding of the results. | Several thoughtful and somewhat persuasive conclusions are reached, show clear understanding of the results. | Several insightful and persuasive conclusions are reached, show in-depth understanding of the results. |
| **Document Formatting**  | Paper does not have a professional, well-balanced appearance (page numbering – Headings - Fonts…etc.). | Paper has an adequately professional, well-balanced appearance (page numbering – Headings - Fonts …etc.). | Paper has an extremely professional, well-balanced appearance (page numbering – Headings-Fonts…etc.). |
| **Grammar, Spelling, and mechanics Errors** | Multiple errors in grammar, spelling, and mechanics – enough to distract the reader. | There are few grammar, spelling, and mechanics errors | Generally, the report consists of correct grammar, spelling, and mechanics |