



Sukkur IBA University

Oral Communication - Rubric

2.1 Students will be able to present with oral proficiency.

| Items | | Dimension | Unsatisfactory (0) | Satisfactory (2) | Highly Satisfactory (4) | Score |
|----------------------------------|-------------------|-------------------------------|---|---|---|-------|
| BBA Program Learning outcome 2.1 | Non Verbal Skills | Body Language | No eye contact, movement or disruptive gestures. | Consistent use of direct eye contact, made movements or gestures that enhance articulation. | Holds attention of entire audience with the use of direct eye contact and movements seem fluid and help the audience visualize. | |
| | | Poise | Tension and nervousness is obvious; has trouble recovering from mistakes. | Makes minor mistakes, but quickly recovers from them; displays little or no tension. | Student displays relaxed, self-confident nature about self, with no mistakes. | |
| | Verbal Skills | Elocution | Student mumbles, incorrectly pronounces terms, and speaks too quietly for a majority of students to hear. | Student's voice is clear. Student pronounces most words correctly. Most audience members can hear presentation. | Student uses a clear voice and correct, precise pronunciation of terms so that all audience members can hear presentation. | |
| | Content | Quality of information | Lacks essential information | Includes essential information, includes some supporting details | Covers topic thoroughly, includes details that support the topic | |
| | | Organization | Not organized, topics make no sense | Organized, some topics are out of logical order, conclusions are generally clear | Well organized and coherent, topics are in logical sequence, includes clear introduction and conclusions | |
| | Appearance | Appearance | Inappropriate clothes for event or audience. | For the most part appropriate for the occasion and audience | Appropriate for occasion and audience. | |
