



Sukkur IBA University

Effective Writing - Rubric

2.2 Students will be able to write effective business documents.

#	Dimension	Unsatisfactory (0)	Satisfactory (2)	Highly Satisfactory (4)	Score	
BBA Program Learning outcome 2.2	1	Vocabulary	Fails to convey the meaning, draft likely to be simple & imprecise	Usually adequate to convey intended meaning with some precision.	Properly convey intended meaning, Wide & precise.	
	2	Spelling	Inconsistent	Simple words spelt accurately, but more complex vocabulary may show some spelling weakness.	Accurate across the full range of vocabulary.	
	3	Sentences	Simple & repetitive in structure.	Some variety of sentence length and structure	Varied structure; demonstrates skill to use different lengths and types for particular effects.	
	4	Punctuation	Haphazard & may be completely absent in some parts.	Accurate and generally helpful.	Accurate and helpful to the reader.	
	5	Response to topic	Failed to create interest & relevance to subject matter.	A genuine attempt made to address the topic, but there may be digressions or failures of logic & there may be occasional irrelevance. May lack liveliness and interest value.	Addressed with consistent relevance; interest of reader is aroused and sustained.	
	6	Language	Many serious errors of various kinds throughout, Communication is established but the weight of errors may cause 'blurring' from time to time.	Sufficiently accurate to communicate meaning. Patches of clear, accurate language, particularly when simple vocabulary & structures are used.	Accurate apart from very occasional slips.	
