



Sukkur IBA University

Communication Skills – Rubric

2.2 To write research dissertation and articles

PhD Management Sciences Program Learning outcome 2.2	#	Dimension	Unsatisfactory (0)	Satisfactory (2)	Highly Satisfactory (4)	Score
	1	Focused writing	Fails to provide any fresh insights and perspective in objectives, and lack consistency in arguments across the written document	Provides fresh insights and prospective while developing the objectives of the research, but the arguments are inconsistent throughout the written document.	Provides fresh insights and prospective while developing the objectives of the research that are inherently consistent, and demonstrates consistency in arguments throughout the written document.	
	2	Organization	Fails to demonstrate a coherent structure of writing and lacks logical sequence of ideas.	The structure of the writing is consistent and supports the understanding, but it is inconsistent in sequence of ideas and transitions.	The structure of the writing is consistent and supports the understanding, and structure and organization of ideas and arguments consistently supports the thesis demonstrating smooth transitions.	
	3	Promotion of research	Fails to provide a clear premise for contribution to corpus of knowledge and direction for further research.	Evidence provides a clear premise for contribution to corpus of knowledge, lacks clear direction for further research.	Evidence provides a clear premise for contribution to corpus of knowledge and offers a clear direction for further research.	
