

Effective Writing- Rubric

2.2 Students will demonstrate ability to communicate with oral and written proficiency in English language in various business settings.

#	Dimension	Unacceptable	Introductory	Developing	Mastery	
BBA Program Learning outcome 2.2	1	Vocabulary	Conveys meaning but is likely to be simple & imprecise. Errors in idiomatic usage will be a significant feature.	Usually adequate to convey intended meaning but may be insufficiently developed to achieve precision. Idioms may be uncertain at times.	Wide enough to convey intended shades of meaning with some precision.	Wide & precise.
	2	Spelling	Inconsistent	Simple words spelt accurately, but more complex vocabulary may show some spelling weakness.	Nearly always accurate	Accurate across the full range of vocabulary.
	3	Sentences	Simple & repetitive in structure.	Some variety of sentence length and structure, but reader may not be convinced that this variety is for a particular purpose.	Some variation of length & type, including the confident use of complex sentences to create some natural fluency.	Varied structure; demonstrates skill to use different lengths and types for particular effects.
	4	Punctuation	Haphazard & may be completely absent in some parts.	Used but may not enhance/clarify meaning. Some sentence separation errors may occur occasionally.	Accurate and generally helpful.	Accurate and helpful to the reader.
	5	Response to topic	Evidence of interesting & relevant subject matter but the weight of linguistic errors will tend to obscure or neutralize its effect.	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.	Relevant; interest of the reader is aroused & sustained through most of the composition.	Addressed with consistent relevance; interest of reader is aroused and sustained.
	6	Language	Many serious errors of various kinds throughout, but they will be of the 'single-word' type, i.e. they could be corrected without rewriting the sentence. 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 with occasional errors that are either slips or arise from attempts to use ambitious structures or vocabulary that may be imperfectly understood.	Accurate apart from very occasional slips.