



Sukkur IBA University

Goal No.2 Communication Skills – Rubric

2.1 To orally present in executive business settings

MBA Program Learning outcome 2.1	#	Dimension	Unsatisfactory (0)	Satisfactory (2)	Exemplary (4)	Score
	1	Content	Central idea/purpose is not stated; content is erroneous or irrelevant; support for assertions is largely absent.	Central idea/purpose is clearly stated; content is accurate and relevant; credible support is provided for each assertion.	Central idea/purpose is vividly stated; content is accurate, thorough, and directly on point; strong support is provided for each assertion.	
	2	Organization (Intro, Body, Conclusion)	Little or no structure present. Presentation is confusing to the audience; no logical sequence of ideas; frequently off topic	Identifiable structure is present and consistently executed with few statements out of place.	Identifiable structure is presented in a purposeful, interesting, and effective sequence and remains focused.	
	3	Language	Grammar, pronunciation, and/or word choice are severely deficient.	Presentation is free of serious errors in grammar, pronunciation, and/or word usage.	Presentation is free of errors in grammar and pronunciation; word choice aids clarity and vividness.	
	4	Adaptation to Audience and Context	Content and/or style are frequently inappropriate to the audience and/or context. Presentation falls well outside set time parameters.	Content and/or style are consistently appropriate to the audience, and/or context. Presentation meets set time parameters.	Content and/or style are consistently appropriate and targeted to audience and context. Presentation makes full, effective use of time and stays within time parameters.	
	5	Vocal Delivery	Vocal delivery is too soft to hear, too fast to understand and/or long, unintended silences and speech disruptions (repetitions; filled pauses, e.g., “um”) frequently distract audience	Vocal delivery is clear and distinct. Rate, volume, and tone facilitate audience comprehension.	Vocal delivery is varied and dynamic. Speech rate, volume, and tone enhance listener interest and understanding.	
	6	Nonverbal Delivery	Eye contact, posture, attire, gestures, movement, and/or facial expressions are inappropriate and significantly distracting.	Some but not all of the following apply: Eye contact, posture, attire, gestures, movement or facial expressions enhance the presentation.	Most or all of the following apply: Eye contact, posture, attire, gestures, movement or facial expressions enhance the presentation.	