



Sukkur IBA University

Goal No.2 Communication Skills – Rubric

2.2 To write executive documents

MBA Program Learning outcome 2.2	#	Dimension	Unsatisfactory (0)	Satisfactory (2)	Exemplary (4)	Score
	1	Formal structure and presentation	Key elements of the business report are not provided and/or presented with errors evident. Overall presentation of the document is not to a professional standard.	All required elements of the business report (as identified in the assignment and/or handbook) are present and completed to a satisfactory standard. Attention to the presentation is given, but may not be well-executed.	All required elements of the business report (as identified in the assignment and/or handbook) are present and completed to a high standard. The document is presented in a professional-looking document, using informative headings and figures/tables where appropriate.	
	2	Clarity and conciseness:	. Main point and/or argument confused/unclear. Irrelevant information, no transition between ideas. Unclear conclusion.	Argument reasonably clear; occasionally misses the point but answers the question; not over-elaborate or over-complicated.	Argument effectively and efficiently conveyed; highly focused on the question; easily understood	
	3	Technical writing skills	Numerous spelling errors, non-existent or incorrect punctuation, and/or severe errors in grammar that interfere with understanding.	Occasional lapses in spelling, punctuation, grammar, but not enough to seriously distract the reader.	Very few spelling errors, correct punctuation, grammatically correct, complete sentences.	
	4	Vocabulary	Excessively limited or inappropriate or repetitive vocabulary. Misuses discipline-specific terminology.	Generally appropriate vocabulary; not overly repetitive. Generally uses correct word choice and discipline-specific terminology.	Highly appropriate, well chosen, precise and varied vocabulary. Consistently uses correct word choice and discipline-specific terminology.	
	5	Referencing	Sources not acknowledged.	Sources acknowledged with bare reference details.	Sources acknowledged with full reference details.	