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| Kuwait University Logo.jpg | Kuwait University  College of Business Administration  International Academic Accreditation Unit |

Rubric for Oral Communication Skills

(Master in Economics)

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| Trait | Below Expectation | | Meets Expectation | | Exceeds Expectation | |
| 0 | 1 | 2 | 3 | 4 | 5 |
| **Personal Appearance**  **(In-person or on-camera)** | Inappropriate appearance in-person or on-camera. | | Adequate appearance in-person or on-camera. | | Appropriate appearance in-person or on-camera, meets corporate and business standard of dress code. | |
| **Opening Statement** | No Opening statement or opening statement addressing minor issues/ purpose of presentation. | | Opening statement is clear and relevant, addressing purpose of presentation. | | A clear and captivating opening statement revealing purpose of presentation. | |
| **Timeliness** | Presentation finishes too early or surpasses time limits. | | Presentation respects time limits. | | Material is delivered in a well-paced, timely manner. | |
| **Presentation Organization/**  **Coherence**  **(Presentation flow)** | **Individual Presenter:**  Presentation is somewhat clear but not persuasive.  **If part of a Group:**  Poor transition from previous speaker with limited logical flow across presenters. | | **Individual Presenter:**  Presentation is clear but can be more persuasive and concise.  **If part of a Group:**  Adequate transition from previous speaker with appropriate logical flow across presenters. | | **Individual Presenter:**  Presentation is perfectly clear, concise, and very persuasive.  **If part of a Group:**  Excellent transition from previous speaker with clear logical flow across presenters. | |
| **Slides Quality and Content** | Poor quality slides with non-relevant or excessive use of text and visual aids that do not serve the presentation well and not very effective. | | Adequate quality slides with appropriate use of text and visual aids that is not excessive and serves the presentation well | | Excellent quality slides that are concise with tasteful and effective use of media and visual aids. | |
| **Conclusion and Impact** | Conclusion and recommendations are not clear, weakly tied to analysis, poorly planned, and not very persuasive. | | Conclusion and recommendations are adequately stated, clear, supported by evidence, appropriately planned, and sufficiently persuasive. | | Conclusions and recommendations are well-stated, very clear, strongly supported by evidence, well planned, and very persuasive. | |
| **Engagement** | Presenters focusing too much on ‘going through the motions’ of the presentation than communicating with the audience. | | Presenter communicates message/ideas, rather than mechanically going through the content on the slides. | | Communicates message/ideas to the audience with enthusiasm and energy. | |