|  |  |
| --- | --- |
| Kuwait University Logo.jpg | Kuwait UniversityCollege of Business AdministrationInternational Academic Accreditation Unit |

Rubric for Oral Communication Skills

(Master in Economics)

|  |  |  |  |
| --- | --- | --- | --- |
| 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. |