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

Rubric for Oral Communication Skills

(Undergraduate Program)

|  |  |  |  |
| --- | --- | --- | --- |
| 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.  |
| **Presentation Organization/****Coherence****(Presentation flow)** | **Individual Presentation:** Presentation is generally unclear. Listeners have difficultly following along, occasional have loss of focus.**Part of Group Presentation:**Poor or no acknowledgement of previous speaker and previous speaker’s content. Poor hand off to the next presenter. | **Individual Presentation:**Presentation is clear. Listeners’ loss of focus is minimal.**Part of Group Presentation:**Fair attempt to acknowledge previous speaker and weave comments into logical following sequence. Provides some brief introduction of next presenter and topic. | **Individual Presentation:**Presentation is clear, logical, and easy to follow. Listeners stay focused throughout the presentation.**Part of Group Presentation:**Strong integration of where previous presenter left off. Strong hand off to next presenter. |
| **Slides Quality and Content** | Slides with poor quality, content not relevant to the topic | Slides with adequate quality, Content is mostly relevant to the topic. | Slides with excellent quality, Content is clearly relevant to the topic. |
| **Concluding Statement** | No / unplanned conclusion statement to summarize, no learning experience stated.  | Concluding remarks are not planned, but presenter refers to learning experiences.  | Well-stated conclusion statements with expressed learning experiences. |
| **Voice and Body language** | Voice and body language reveals a reluctance to interact with audience or lack of confidence. | Voice and body language reveals acceptable tone and interaction with the audience. | Voice and body language reflect confidence and use of appropriate body language. |