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

Rubric for Written Communication Skills

(Undergraduate Program)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Trait | Below Expectation | | Meets Expectation | | Exceeds Expectation | |
| 0 | 1 | 2 | 3 | 4 | 5 |
| **Report Organization** | Inadequate or illogical flow in written report, information is hard to follow. | | Logical flow in written report, information is easy to follow (opening, middle, and conclusion are identifiable). | | Well-organized written report, information is clear and easy to follow (strong opening, supporting middle, and strong conclusion). | |
| **Report Elements** | Rarely includes or does not includes any of the professional report elements: Cover page & Title, Introduction, Report body, Conclusion, Appendix. | | Report includes all elements in accepted order: Cover page & Title, Introduction, Report body, Conclusion, Appendix. | | Includes all report elements in professional order: Cover page & Title, Introduction, Report body, Conclusion, Appendix. | |
| **Understanding of the Subject** | Demonstrate poor understanding of the topic with poor communication of ideas. | | Demonstrate some understanding of the topics, with adequate communication of ideas. | | Show depth in understanding the topics and provides clear communication of ideas. | |
| **Conclusion** | None or minimal conclusion stated. | | Some conclusions are reached, show some understanding of the results. | | Several thoughtful conclusions are reached, show clear understanding of the meaning of the results. | |
| **Document Formatting** | Paper does not have a professional, well-balanced appearance (page numbering – Headings - Fonts…etc.). | | Paper has an adequately professional, well-balanced appearance (page numbering – Headings - Fonts …etc.). | | Paper has an extremely professional, well-balanced appearance (page numbering – Headings-Fonts…etc.). | |
| **Grammar and Spelling Errors** | Multiple errors in grammar, spelling – enough to distract the reader. | | There are few grammar and spelling errors | | Generally the report consist of correct grammar and spelling | |