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

Rubric for Written Communication Skills

(Undergraduate Program)

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| 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 |