

**MBA Goal 2: Communication
Rubrics**

MBA Goal 2: Oral Presentation & Strategic Argument Skills and Written Communication: Our MBA graduates will be able to communicate effectively in both writing and oral formats as well as develop advanced persuasive communication skills so they are prepared for a successful career in business (mission-related).

Objective 2.1: Our MBA graduates will be able to conduct oral presentations with the use of advanced concepts in communication.

Objective 2.2: Our MBA graduates will be able to develop strategic argument skills to achieve positive outcomes in business.

**Rubric for LO 2.1&2.2
Assessing in RPS 6100**

ABILITY	Below Expectations	Meets expectations	Exceeds expectations
Content, Organization, Structure, and Language used in communication	<ul style="list-style-type: none"> • Incorrect or irrelevant content. • No clear roadmap (no outline or agenda). • Communication is confusing and doesn't flow. • Use of inappropriate visual aids to support oral communication. • Weak grammatical construction and inadequate use of professional language. 	<ul style="list-style-type: none"> • Mostly relevant content. • Somewhat clear roadmap (provides somewhat good outline or agenda). • Communication is somewhat clear and flows with some difficulty. • Mostly appropriate visual aids used to support effective oral communication • Decent grammatical construction and mostly professional language used. 	<ul style="list-style-type: none"> • Content is relevant and exceeds expectations. • Very clear roadmap (very good outline or agenda). • Communication is very clear, easy to understand, and flows very smoothly. • Very appropriate visual aids used to support oral communication. • Excellent grammatical construction and highly professional language used.
Engagement of audience	<ul style="list-style-type: none"> • Weak and not engaging introduction of subject matter. • Poor summary of main points. • Does not respond to questions effectively • Draws incorrect or irrelevant conclusions. • Additionally, in some cases <ul style="list-style-type: none"> • Exhibits poor body language. • Exhibits poor probing skills. • Exhibits poor listening skills. • Fails to introduce self/or shows lack of inclination to get to know the other party better. 	<ul style="list-style-type: none"> • Introduction of the subject matter is somewhat appropriate and somewhat engaging. • Summarizes main points somewhat adequately. • Responds to questions somewhat effectively. • Draws somewhat adequate conclusions. • Additionally, in some cases <ul style="list-style-type: none"> • Somewhat exhibits effective body language. • Somewhat exhibits probing skills. • Somewhat exhibits listening skills. • Somewhat introduces self/or shows inadequate inclination to get to know the other party better. 	<ul style="list-style-type: none"> • Excellent and very engaging introduction of subject matter. • Summarizes main points very well. • Responds to questions very effectively. • Draws excellent conclusions. • Additionally, in some cases <ul style="list-style-type: none"> • Exhibits excellent body language. • Exhibits excellent probing skills. • Exhibits excellent listening skills. • Excellent introduction of self and exhibits eagerness to get to know the other party better.

Argumentation skills	<ul style="list-style-type: none"> • Does not clearly state a conclusion, goal or point of view that would set the tone for discussion/argument. • Does not make any attempt to use probes to understand or clarify the counterpoint or objections. • Does not address or ignores the objections raised by the other party to the argument. • Does not confirm that the objection is no longer a concern for the other party. 	<ul style="list-style-type: none"> • Somewhat makes an attempt or vaguely states goals, conclusion or point of view that would set the tone for discussion/argument. • Makes some attempts to use probes to understand or clarify counterpoint or objections; questions to clarify are either not well thought or improperly structured. • Does not address the objections directly; gives vague responses to the objections raised by the other party to the argument. • May ask if they have clarified the objections but do not give adequate opportunity for the other party to confirm that the objection is no longer a concern for the other party. 	<ul style="list-style-type: none"> • Clearly states goals, conclusion or point of view that would set the tone for discussion/argument. • Uses probes effectively to understand or clarify the counterpoint or objections; questions to clarify are very well thought and properly structured. • Addresses the objections directly; gives appropriately responses to the objections raised by the other party to the argument. • Adequately confirms that the objections have been addressed and that the objection is no longer a concern for the other party.
Effectiveness of Delivery	<ul style="list-style-type: none"> • Weak delivery. Poor pace, pitch, and volume (too low or too high). Difficult to understand. • Exhibits poor enthusiasm, interest, and confidence. Mostly reads from the slides. • Poor non-verbal communications – includes, posture, eye contact with the audience. 	<ul style="list-style-type: none"> • Decent delivery. Decent pace, pitch and volume. Somewhat easy to understand. • Exhibits decent enthusiasm, interest, and confidence. Mostly discusses slides without reading them. • Decent posture. Mostly establishes engaging eye contact with audience. 	<ul style="list-style-type: none"> • Excellent delivery. Excellent pace, pitch, volume. Very easy to understand. • Exhibit great enthusiasm, interest, confidence. Discusses slides without reading them. • Excellent posture and engaging eye contact with audience.
Demonstration of knowledge in subject matter	<ul style="list-style-type: none"> • Relies heavily on aids or notes. Mostly discusses by reading from the aids or notes. Demonstrates lack of understanding of subject matter. 	<ul style="list-style-type: none"> • Sometimes looks at aids or notes to keep the communication on track. Mostly discusses without reading from aids or notes Demonstrates good understanding of subject matter. 	<ul style="list-style-type: none"> • Aids/notes are used only as supplements to communicate effectively communication goals could be achieved without them. Demonstrates excellent understanding of subject matter.

Objective 2.3: Our MBA graduates will be able to display effective business writing skills with the use of analytical and practical concepts.

**Rubric for LO 2.3
Assessing in RPS 6100**

ABILITY	Below Expectations	Meets expectations	Exceeds expectations
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Spelling and Grammar	The writing does not follow normal conventions of spelling and grammar and has not been proofread. Therefore, the writing contains frequent spelling and grammar errors that interfere with comprehension.	The writing generally follows normal conventions of spelling and grammar and has been mostly proofread. Therefore, the writing contains minor spelling and grammar errors that sometimes interfere with comprehension.	The writing follows normal conventions of spelling and grammar throughout and has been well proofread. Therefore, the writing is completely error-free in terms of spelling and grammar.
Logic & Organization	Does not develop ideas cogently, uneven and ineffective organization of paragraphs and transitions. Unfocused introduction or conclusion	Develops mostly unified and coherent ideas within paragraphs with generally adequate transitions; mostly clear overall organization relating most ideas together. Mostly clear and specific introduction and conclusion.	Develops ideas cogently, organizes them logically with paragraphs and connects them with effective transitions. Very clear and specific introduction and conclusion.
Demonstrate knowledge of subject matter	Demonstrates good understanding of subject matter.	Demonstrates good understanding of subject matter.	Demonstrates excellent understanding of subject matter.