

Business Writing Skills Rubric

Date:

Student ID:

Rater:

Course: ITMG 100

Student:

	Unacceptable (1)	Acceptable (2)	Exemplary (3)	Score
Coherence	Limited awareness of purpose; incorrect or lack of topic and/or topic sentences	Focuses on a purpose; acceptable, effective language	Establishes and maintains clear focus; precise and/or rich language, correct transition usage	
Organization/Research	Minimal idea development, limited and/or unrelated details; random or weak organization	Idea development supported by, relevant details; logical organization	Deep ideas supported by engaging and pertinent details; evidence of analysis, reflection and insight; careful and/or suitable organization	
Conciseness and Clarity	Limited awareness of audience; passive voice; incorrect and/or irrelevant working and/or sentence structure	Evidence of voice and/or suitable tone; controlled and varied sentence structure	Evidence of distinguished voice and/or appropriate tone; active voice; variety of sentence structure and length	
Grammar and format	Excessive errors in grammar and format (e.g., spelling, punctuation, capitalization, headings, margins)	Few errors in grammar or format relative to length and complexity	Control of surface features	
Presentation	Inappropriate margins, headings,	Appropriate appearance; use of headings and subheadings, lists and/or graphs	Professional appearance; superior use of headings, lists and/or graphs to enhance coherence	

Adapted from University of San Diego Accountancy Program, Towson University and University of Scranton