

Practical Assignment Rubric (for written and other presentation methods)

Description	Poor (0 pts)	Average (2.25-2.6)	Above Average (2.7-3.0)	Total
<i>Analytical Thinking</i>	Student shows low or no analysis of the reading material. The work stands with few or no references to the key terms or concepts of the readings.	Student brings in some key terms and concepts of the readings with some analysis and does an adequate job of applying the analysis to the assignment requirements.	Student brings in well analyzed references to the readings with numerous references to key terms and concepts and appropriately applies the analysis to the assignment requirements.	
<i>Design and/or layout</i>	Format of document or presentation is confusing or poorly done. Student submission indicates the student has few skills with the software chosen.	Format is apparent but may not relate or possibly distract from the message. There is evidence the student has minimal skills with the medium.	Format is professional and complimentary to the content and message. There is evidence the student has advanced skill with the chosen or assignment medium.	
<i>Grammar and/or Communication</i>	Numerous grammatical, spelling, or other errors.	Few grammatical, spelling, or other errors.	No grammatical, spelling, or other errors.	
<i>Professionalism and Style</i>	It is clear the student does not understand the culture of business professionalism and the need for clear and concise communication styles.	Student displays aspects of professionalism but errors, word choice, and informal statement or tonality act to diminish the professional attitude of the submission.	It is clear the student understands how to create a professional submission using the media chosen or assigned. Formality, word choice, graphics (if present) and sentence structure all illustrate a high degree of professionalism.	
<i>Accuracy of Submission</i>	Submission did not follow assignment instructions.	Submission followed most of the assignment instructions.	Submission followed all assignment instructions.	
<i>Outside Resources</i>	Student made no reference to outside resources.	Student brought in outside resources but did not appropriately cite them or used unreliable or unprofessional resources.	Student used rigorous and professionally respected outside resources to bolster their work and improve the communication. All references were appropriately cited and a bibliography was supplied.	