

University of Houston-Victoria
School of Business Administration

Rubric for Assessing BBA Learning Goal 2: BBA students will be able to demonstrate effective communication skills.

Trait	1 Below Expectations	2 Meet Expectations	3 Exceeds Expectations
Subject Knowledge & Confidence	Student does not have grasp of subject matter and fails to present information in a convincing manner. Student shows lack of interest in presentation.	Student seems knowledgeable about subject matter and presents information in a convincing manner. Student shows interest in presentation.	Student conveys complete knowledge of information and presents information in a convincing and interesting manner.
Organization & Time Management	The content lacks organization. Student did not use time appropriately and was either too concise or too verbose.	The organization of the content is congruent. Student used time appropriately and was consistent with content.	The content is organized logically. Student spent appropriate amount of time and was clear, complete and consistent with content.
Eye Contact & Body Language	Eye contact is lacking. Gestures are missing or awkward. The speaker depends heavily on the written notes.	Eye contact and physical gestures are natural and fluid. Minimum reliance on written notes.	Eye contact and physical gestures demonstrate speaker's enthusiasm, guiding the listener through presentation. Minimum reliance on written notes.
Elocution	The vocabulary is awkward or inappropriate for the topic, making the speaker difficult to understand. Student did not use business* terms appropriately.	The vocabulary provides clarity and avoids confusion. Student used basic business* terms appropriately.	The vocabulary is descriptive and accurate, engaging the listener through imagery. Student used all business* terminology appropriately.
Presentation (PPT) Design	Showed little effort in the presentation. Graphics and text appear to be "thrown in at the last minute". Text is not readable.	Showed good effort in the presentation, however, graphics and text are basic. Text is usually readable.	Demonstrated outstanding effort presenting the information through creative use of graphics and text. Text is readable.

*Defined as concepts and terms learned throughout the BBA program.