

Written Communication (Undergraduate)

GOAL: Students will be effective communicators.

OBJECTIVES/INDICATORS: Students will prepare an effective written business document.

Trait	1. Does Not Meet Expectations	2. Meets Expectations	3. Exceeds Expectations	Points
Grammar, Punctuation and Spelling				
Uses correct grammar				
Uses correct punctuation				
Uses correct spelling				
Document Format				
Conforms with written assignment guidelines (<i>e.g., length, font, headings, margins</i>)				
Appropriate use of appendices and/or exhibits (<i>if applicable</i>)				
Sources are correctly cited (<i>e.g., APA Style</i>)				
Coherent Writing				
Logical organization of paper (<i>introduction, body, summary</i>)				
Logical transitions of ideas from one section (or paragraph) to another				
Writes clearly and succinctly				
Content / Research				
Applies appropriate theoretical and/or course views				
Paper is compelling and interesting				
Draws valid conclusions and implications				
Total:				