

# Bloch School of Management – AACSB Assessment

## Written Business Report Rubric

Identifier: JO 56832100 Course: 301A Section: 1 Semester: Fall 2014

In which degree program are you enrolled? BSA BBA Other

Where did you take the majority of your freshman and sophomore coursework? UMKC Other 4-Year Univ. Com. College

Assess using whole (1) or half (1.5) numbers

|                                               | 1                                                                                                                      | 2                                                                                                                                                                   | 3                                                                                                                                                                  | 4                                                                                                                                                                                                                                       | Score |
|-----------------------------------------------|------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|
| <b>Topical Understanding and Synthesis</b>    | Paper reflects minimal understanding and insight with regard to the topic.                                             | Paper reflects some topical understanding; makes limited connections among ideas.                                                                                   | Paper moves beyond surface understanding; reflects good synthesis of topical knowledge.                                                                            | Paper reflects strong topical understanding and interconnections; paper suggests new knowledge or new ways of synthesizing information.                                                                                                 |       |
| <b>Executive Summary and Introduction</b>     | Paper has no description and overview.                                                                                 | Paper has vague or inconsistent description and overview. Thesis/recommendations lack clarity.                                                                      | Paper has clear, coherent description and overview. Thesis/recommendations are clear.                                                                              | Paper has insightful and/or skillfully designed description and overview. Thesis/recommendations are clear and set up the main points for the reader.                                                                                   |       |
| <b>Organization, Development, and Clarity</b> | Paper is poorly organized and developed. No headings used.                                                             | Paper shows some organization, but it is inconsistent. Ideas are not fully developed. Inconsistent use of headings.                                                 | Background and ideas are well-connected and flow with some logic. Some headings are used to guide the reader.                                                      | Background, ideas, and data <b>build</b> logically and persuasively through the document. Appropriate headings are used to guide reader; paper is well organized and convincing.                                                        |       |
| <b>Sense of Audience</b>                      | Paper has no sense of audience; language inappropriate for target audience.                                            | Paper reflects inconsistent sense of audience; language suboptimal for target audience.                                                                             | Paper reflects accurate sense of audience; language appropriate for target audience.                                                                               | Paper reflects strong sense of audience demonstrated through word choice and language.                                                                                                                                                  |       |
| <b>Support and Integration of Research</b>    | Paper reflects a small number of research sources. Little evidence/data to support thesis.                             | Paper reflects limited use of both non-electronic and electronic research sources. Includes tables, exhibits, examples or other data that partially support thesis. | Paper reflects good use of non-electronic and electronic research sources. Tables, exhibits, examples, and other data structured appropriately and support thesis. | Paper reflects extensive use of non-electronic and electronic sources. Tables, exhibits, examples, and other data well-structured; research data thoroughly support thesis. Paper appropriately distinguishes between fact and opinion. |       |
| <b>Referencing System</b>                     | Paper does not include footnotes, in-text citations, and/or bibliography.                                              | Paper contains numerous errors with respect to in-text citations, footnotes, direct quotations, and/or bibliography.                                                | Paper contains a few minor errors with respect to in-text citations, footnotes, direct quotations, and/or bibliography; generally correct.                         | Paper's referencing system is correct, consistent, and comprehensive.                                                                                                                                                                   |       |
| <b>Writing Quality</b>                        | Paper has multiple errors in several of the following: grammar, spelling, sentence and paragraph structure, and voice. | Paper has noticeable errors in some of the following: grammar, spelling, sentence and paragraph structure, and voice.                                               | Paper generally uses correct grammar, spelling, sentence and paragraph structure, and voice throughout document.                                                   | In addition to reflecting correct grammar, spelling, sentence and paragraph structure, and voice, paper's readability is <b>enhanced</b> by language use and English language conventions.                                              |       |