

Rubric for Written Communication Skills

Student ID _____

BCom Learning Goal 2

Communication Skills: Graduates can communicate complex ideas effectively and accurately in a range of contexts.

BCom Learning Objective 2a

Research, plan and produce written assignments to acceptable academic standards.

Trait	Exemplary	Satisfactory	Unsatisfactory	E/S/U
Structure and style: Document, paragraph and sentence structure, flow and layout, appropriate to audience.	Variety of sentence construction; logical flow; style and structure appropriate for task, audience and genre. Uses engaging delivery that enhances understanding. Thoughtful presentation.	Not overly repetitive; some variety in sentence construction; generally flows well; some awareness of audience and genre.	Overly repetitive or simplistic sentence structure; consistently disjointed, lack of flow; style/structure inappropriate for audience.	
Clarity and conciseness: Answers the question, succinct, appropriate complexity.	Argument effectively and efficiently conveyed; highly focused on the question; easily understood.	Argument reasonably clear; occasionally misses the point but answers the question; not over-elaborate or over-complicated.	Main point and/or argument confused/unclear. Irrelevant information, no transition between ideas. Unclear conclusion.	
Technical writing skills: Spelling, capitalisation, punctuation, grammar, general proofreading.	Very few spelling errors, correct punctuation, grammatically correct, complete sentences.	Occasional lapses in spelling, punctuation, grammar, but not enough to seriously distract the reader.	Numerous spelling errors, non-existent or incorrect punctuation, and/or severe errors in grammar that interfere with understanding.	
Vocabulary: Originality, breadth, appropriateness, variety.	Highly appropriate, well chosen, precise and varied vocabulary. Consistently uses correct word choice and discipline-specific terminology.	Generally appropriate vocabulary; not overly repetitive. Generally uses correct word choice and discipline-specific terminology.	Excessively limited or inappropriate or repetitive vocabulary. Misuses discipline-specific terminology.	
Appropriate use of referencing system	Uses APA (or accepted alternative ¹) referencing system consistently and correctly.	Generally uses APA (or accepted alternative ¹) referencing system.	Does not attempt to use APA (or accepted alternative ¹) referencing system.	
Academic Integrity	Appropriate use of others' work, acknowledged via in-text citations.	Other sources appear to be acknowledged.	Work appears to be not adequately referenced or attributed.	
Holistic judgement	Exemplary written communication.	Satisfactory written communication.	Unsatisfactory written communication.	

¹ APA is the VBS standard, but lecturers may either require alternative when APA is not appropriate or accept an alternative – in both cases guidance must be provided.