

# Rubric for Business Report Writing

Student ID \_\_\_\_\_

## BCom Learning Goal 2

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

### BCom Learning Objective 2b

Apply advanced written communications skills in a private or public sector 'business' context.

Trait	Exemplary	Satisfactory	Unsatisfactory	E/S/U
<b>Purpose and objective</b>	The purpose and objective of the report is made clear, and the report addresses the objective(s) in a focused and logical manner.	The purpose and objective of the report is made clear, and the report addresses the objective(s).	The report does not clearly address the objective(s).	
<b>Conclusions / Recommendations</b> (Both are not always required – this depends on the specific details of the report.)	Conclusions are relevant and accurately portray the key results of the document. Recommendations are specific action-oriented suggestions, oriented to the problem provided, and organised in a relevant manner. Conclusions/recommendations logically flow from the document in a manner which is evident to the reader. They are presented in a clear, itemised format, with parallel grammatical structure.	Conclusions are relevant and portray the results of the document. Recommendations are specific action-oriented suggestions, oriented to the problem provided. Conclusions/recommendations logically flow from the document but the logic may not always be clear. They are presented in a clear, itemised format, with parallel grammatical structure.	Conclusions/recommendations do not clearly flow from the document, and/or miss key findings. They are not well organised, and are not presented in a clear, itemised format, with parallel grammatical structure.	
<b>Discussion</b>	Discussion is clearly oriented to the purpose. It is organised in a considered, relevant manner, and leads the reader logically from the findings to the recommendations/ conclusions. In other words, the justification for conclusions/ recommendations is clear. If supported by appendices, these are effectively integrated into the discussion.	Discussion is oriented to the purpose, is organised but perhaps not to the best effect. The discussion provides justification and explanation leading to conclusions/recommendations, but this is not always clear to the reader. If supported by appendices, these are integrated into the discussion, though not to the best extent. Material placed in appendices where appropriate.	Discussion is poorly organised and leaves the reader wondering how the conclusions and recommendations were made. Discussion may be supported by appendices but the integration is not clear.	
<b>Formal structure and presentation</b> (a covering letter, title page, executive summary, table of contents, etc.) Also refers to the "look" of the report – professionally presented.	All required elements of the business report (as identified in the assignment and/or handbook) are present and completed to a high standard. The document is presented in a professional-looking document, using informative headings and figures/tables where appropriate.	All required elements of the business report (as identified in the assignment and/or handbook) are present and completed to a satisfactory standard. Attention to the presentation is given, but may not be well-executed.	Key elements of the business report are not provided and/or presented with errors evident. Overall presentation of the document is not to a professional standard.	
<b>Clarity and conciseness:</b> 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.	
<b>Technical writing skills:</b> Spelling, grammar, punctuation, etc.	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.	
<b>Vocabulary:</b> 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.	
<b>Referencing</b>	Sources acknowledged with full reference details.	Sources acknowledged with bare reference details.	Sources not acknowledged.	