

Huizenga College of Business & Entrepreneurship
Bachelor of Science in Business Administration (B.S.B.A.)
Rubric for Oral Communication
Definition

Oral communication is a prepared, purposeful presentation designed to increase knowledge, to foster understanding, or to promote change in the listeners' attitudes, values, beliefs, or behaviors.

Evaluators are encouraged to assign a zero to any work sample or collection of work that does not meet benchmark (cell one) level performance.

	Exceeds Expectations 5-6	Meets Expectations 3-4	Basic/Below Expectations 1-2
Organization	Organizational pattern (specific introduction and conclusion, sequenced material within the body, and transitions) is clearly and consistently observable within the presentation.	Organizational pattern (specific introduction and conclusion, sequenced material within the body, and transitions) is intermittently observable within the presentation.	Organizational pattern (specific introduction and conclusion, sequenced material within the body, and transitions) is not observable within the presentation.
Language and Appropriate Audience	Language choices are thoughtful and generally support the effectiveness of the presentation. Language in presentation is appropriate to audience.	Language choices are mundane and commonplace and partially support the effectiveness of the presentation. Language in presentation is appropriate to audience.	Language choices are unclear and minimally support the effectiveness of the presentation. Language in presentation is not always appropriate to audience.
Delivery Techniques (Professionalism & Mannerisms)	Delivery techniques (posture, gesture, and eye contact) make the presentation interesting, and speaker appears comfortable.	Delivery techniques (posture, gesture, and eye contact) make the presentation understandable, and speaker appears tentative.	Delivery techniques (posture, gesture, and eye contact) detract from the understandability of the presentation, and speaker appears uncomfortable.
Delivery – Voice Quality	Voice quality allows audience to understand the speaker easily with appropriate pace, tone, and volume that instills confidence.	Voice quality allows audience to understand speaker. Speaker occasionally uses vocal fillers ("um," "uh," "like," "you know," etc.).	Voice quality makes speaker difficult to understand. Voice is too soft or too loud. Pace is too quick or too slow. Speaker uses vocal fillers ("um," "uh," "like," "you know," etc.).
Use of Media	Media used aligns with presentation. Speaker uses media to highlight important points in presentation, but does not rely on media to keep track of presentation.	Media aligns with presentation, although speaker's use of media at times distracts from what speaker is saying. Speaker occasionally reads or looks at slides to keep track of presentation.	Speaker relies too heavily upon media, including media that contains too much text. Speaker reads notes/slides during presentation.
Central Message	Central message is clear and consistent with the supporting material.	Central message is basically understandable but is not often repeated and is not memorable.	Central message can be deduced, but is not explicitly stated in the presentation.