

**Huizenga College of Business & Entrepreneurship
Graduate Programs (M.B.A./MACC/MTAX/MSRED)
Rubric for Written Communication Using QEP Rubric**

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
Rhetorical Knowledge	The writing demonstrates strong awareness of context, purpose, and audience, using discipline specific language appropriately and effectively.	The writing demonstrates a solid awareness of context, purpose, and audience. It uses discipline specific language appropriately, though it could have been more effective.	The writing demonstrates an awareness of context, purpose, and audience, though it struggles at times. It uses discipline specific language, but not always appropriately or effectively.
Use of Sources, Reading, and Composing	The writing shows a strong use of appropriate sources, primary and/or secondary, that add depth and knowledge to the content. The resources are integrated seamlessly and are formatted correctly.	The writing uses primary and/or secondary sources effectively. They make the content stronger, though there may be minor issues with integration and/or formatting.	The writing uses primary and/or secondary sources, though they may not always be effective. There are occasional issues with integration and/or formatting.
Conventions	The writing process shows significant, effective time spent through each stage.	The writing process shows effective time spent through most stages	The writing process shows that the writer worked through each stage, though more effective work could have been completed at each stage.
Processes	The writing is grammatically and mechanically strong. It is free of errors and mistakes involving spelling, punctuation, and diction. Writing is free of fragments, comma splices, and run-ons.	The writing is grammatically and mechanically sound. It has a few mistakes, though they do not distract readers. There are few fragments, comma splices, and run-ons.	The writing is coherent, though there are some noticeable mistakes, and possible errors that may distract readers.
Reflection	The writer demonstrates heightened awareness of rhetorical choices, providing examples of choices regarding the use of discipline-specific language and conventions, as well as task-based requirements.	The writer demonstrates a solid awareness of rhetorical choices, though may not provide strong examples of choices made regarding language, conventions, and purpose	The writer demonstrates some awareness of rhetorical choices, though may not provide clear examples of them.

WRITTEN COMMUNICATION RUBRIC FOR HCBE

The QEP Proposal Team researched best practices in the fields of writing, rhetoric and composition, and writing centers and determined five student learning outcomes that address student writing at all levels.

1. Produce academic writing that demonstrates an awareness of context, purpose, and audience that is appropriate to the specific discipline.
2. Locate, evaluate, and properly integrate primary and secondary research sources.
3. Demonstrate writing as a process that includes invention, drafting, revision, and editing.
4. Present writing that is free of serious grammatical and mechanical errors.
5. Assess and explain the major rhetorical choices students make in their writing.

Glossary

The definitions that follow were developed to clarify terms and concepts used in this rubric only.

Rhetorical Knowledge: Produce academic writing that demonstrates an awareness of context, purpose, and audience that is appropriate to the student's discipline.

Use of Sources, Reading, and Composing: Locate, evaluate, and properly integrate primary and secondary research sources.

Processes: Demonstrate writing as a process that includes invention, drafting, revision, and editing.

Conventions: Present writing that is free of serious grammatical and mechanical errors.

Reflection: Assess and explain the major rhetorical choices made in the writing.