

Freshman Business Connections 2019 Business Brief Rubric

	Unsatisfactory	Satisfactory
Purpose & Audience	<ul style="list-style-type: none"> • Student misunderstands the purpose of the brief • Student provides 0-1 recommendations • Student addresses the wrong audience 	<ul style="list-style-type: none"> • Student understands the purpose of the brief • Student provides 2 recommendations • Student addresses the correct audience
Organization & Synthesis	<ul style="list-style-type: none"> • Brief not organized in a logical way • Brief lacks synthesis of ideas; student simply states facts • Brief lacks evidence to support its recommendations 	<ul style="list-style-type: none"> • Brief is organized in a logical way • Student synthesizes information into a coherent, plausible recommendation • Brief contains factual support for all recommendations
Professionalism & Style	<ul style="list-style-type: none"> • Student uses inappropriate tone • Style is too informal or unprofessional • Student uses slang, jokes, or jargon • Student does not demonstrate appropriate level of cultural/global sensibility and awareness • Brief suffers from wordiness/unnecessary information that prevents easy understanding 	<ul style="list-style-type: none"> • Student uses a professional yet conversational tone • Style is appropriate yet engaging • Student does not use slang, jokes, or jargon • Student demonstrates an appropriate level of cultural/global sensibility and awareness • Brief uses concise phrasing and precise language; an average reader could easily understand information on first read-through
Grammar & Punctuation	<p>Brief contains extensive errors in the areas below that would distract the average reader <i>or</i> make comprehension difficult for the average reader:</p> <ul style="list-style-type: none"> • Spelling • Grammar • Punctuation • Word choice 	<p>Brief may contain some minor spelling, grammar, punctuation, or word choice errors, but not enough to distract the average reader.</p> <p>Also, the average reader would have no trouble understanding the brief on the first read-through.</p> <p>In short, the writer's credibility would not suffer due to the frequency of these types of errors.</p>
Genre conventions & Format	<ul style="list-style-type: none"> • Brief fails to follow the format given in the model • Brief lacks correct parenthetical citations • Brief lacks a reference page <i>or</i> reference page contains incorrectly cited materials 	<ul style="list-style-type: none"> • Brief follows the format given in the model • Brief contains a reference page <i>and</i> all sources are cited correctly per APA formatting guidelines given in the assignment prompt • Brief contains correct APA parenthetical citations