

# Herberger Business School

## Undergraduate Program

**Goal 1:** Our students will be effective written and oral communicators.

**Objective 1:** Students will communicate effectively in writing using appropriate content, organization, expression, and mechanics.

	Below Expectations (1)	Meets Expectations (2)	Exceeds Expectations (3)
<b>Content</b>			
<b>Student demonstrates ability to:</b>			
1. Write well developed content.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Support assertions with evidence.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Express effective thinking clearly.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Follow requirements of the assignment.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Organization</b>			
<b>Student demonstrates ability to:</b>			
5. Show clear purpose.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. Use an appropriate introduction.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. Demonstrate logical development of ideas.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. Use an appropriate conclusion.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9. Demonstrate appropriate paragraphing and transitions.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Expression</b>			
<b>Student demonstrates ability to:</b>			
10. Use appropriate sentence structure in clarity and style (variety, form).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11. Use word meanings and forms appropriately.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12. Write concisely (lack of wordiness and repetition).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13. Use tone appropriately for the business document.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Mechanics</b>			
<b>Student demonstrates ability to:</b>			
14. Write with appropriate sentence structure (fragments, fused, comma splices).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
15. Write using appropriate grammar (subject-verb agreement, pronoun-antecedent agreement, clear referents, possessives/plurals, etc.).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
16. Write using appropriate punctuation (commas, colons, semicolons, apostrophes, parentheses, etc.).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
17. Write with correctly spelled words.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
18. Write with appropriate mechanics (numbers, abbreviations, spacing, etc.).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
19. Format the message correctly and appropriately.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
20. Proofread carefully to eliminate errors.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Scoring:**

- 20-39 Below Expectations
- 40-53 Meets Expectations
- 54-60 Exceed Expectations