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.

Expectations (1)Expectations (2)Expectations (3)Content		Below	Meets	Exceeds
Content Student demonstrates ability to: 1. Write well developed content. 2. Support assertions with evidence. 3. Express effective thinking clearly. 4. Follow requirements of the assignment. Organization Student demonstrates ability to: 5. Show clear purpose. 6. Use an appropriate introduction. 7. Demonstrate logical development of ideas. 8. Use an appropriate conclusion. 9. Demonstrate appropriate paragraphing and transitions. Expression Student demonstrates ability to: 10. Use appropriate sentence structure in clarity and style (variety, form). 11. Use word meanings and forms appropriately. 12. Write concisely (lack of wordiness and repetition). 13. Use tone appropriate sentence structure (fragments, fused, comma splices). 15. Write with appropriate grammar (subject-verb agreement, pronoun-antecedent agreement, clear referents, possessives/plurals, etc.). 16. Write using appropriate punctuation (commas, colons, semicolons, apostrophes, parentheses, etc.). 17. Write with correctly spelled words. 18. Write with appropriate mechanics (numbers, abbreviations, spacing, etc.).		Expectations	Expectations	Expectations
Student demonstrates ability to: 1. Write well developed content. 2. Support assertions with evidence. 3. Express effective thinking clearly. 4. Follow requirements of the assignment. Organization Student demonstrates ability to: 5. Show clear purpose. 6. Use an appropriate introduction. 7. Demonstrate logical development of ideas. 8. Use an appropriate conclusion. 9. Demonstrate logical development of ideas. 8. Use an appropriate paragraphing and transitions. Expression Student demonstrates ability to: 10. Use appropriate sentence structure in clarity and style (variety, form). 11. Use word meanings and forms appropriately. 12. Write concisely (lack of wordiness and repetition). 13. Use tone appropriately for the business document. Mechanics Student demonstrates ability to: 14. Write with appropriate sentence structure (fragments, fused, comma splices). 15. Write using appropriate grammar (subject-verb agreement, pronoun-antecedent agreement, clear referents, possessives/plurals, etc.). 16. Write using appropriate punctuation (commas, colons, senticolons, apostrophes, parentheses, etc.). 17. Write with correctly spelled words. 18. Write with appr		(1)	(2)	(3)
1. Write well developed content.	Content			
2. Support assertions with evidence.				
3. Express effective thinking clearly.				
4. Follow requirements of the assignment.				
Organization Student demonstrates ability to: 5. Show clear purpose. 6. Use an appropriate introduction. 7. Demonstrate logical development of ideas. 8. Use an appropriate conclusion. 9. Demonstrate appropriate paragraphing and transitions. 9. Demonstrate appropriate paragraphing and transitions. 9. Demonstrate appropriate conclusion. 9. Demonstrates ability to: 10. Use appropriate sentence structure in clarity and style (variety, form). 11. Use word meanings and forms appropriately. 12. Write concisely (lack of wordiness and repetition). 13. Use tone appropriately for the business document. Mechanics Student demonstrates ability to: 14. Write with appropriate grammar (subject-verb agreement, fused, comma splices). 15. Write using appropriate grammar (subject-verb agreement, pronoun-antecedent agreement, clear referents, possessives/plurals, etc.). 16. Write using appropriate punctuation (commas, colons, semicolons, apostrophes, parentheses, etc.). 17. Write with appropriate mechanics (numbers, abbreviations, spacing, etc.).				
Student demonstrates ability to: 5. Show clear purpose.				
5. Show clear purpose. 6. Use an appropriate introduction. 7. Demonstrate logical development of ideas. 8. Use an appropriate conclusion. 9. Demonstrate appropriate paragraphing and transitions. 10. Use appropriate sentence structure in clarity and style (variety, form). 11. Use word meanings and forms appropriately. 12. Write with appropriately for the business document. 13. Use tone appropriate grammar (subject-verb agreement, pronoun-antecedent agreement, clear referents, possessives/plurals, etc.). 14. Write with appropriate punctuation (commas, colons, semicolons, apostrophes, parentheses, etc.). 15. Write with correctly spelled words. 16. Write with appropriate mechanics (numbers, abbreviations, spacing, etc.).	•			
6. Use an appropriate introduction. 7. Demonstrate logical development of ideas. 8. Use an appropriate conclusion. 9. Demonstrate appropriate paragraphing and transitions. Expression Student demonstrates ability to: 10. Use appropriate sentence structure in clarity and style (variety, form). 11. Use word meanings and forms appropriately. 12. Write concisely (lack of wordiness and repetition). 13. Use tone appropriate sentence structure (fragments, fused, comma splices). 14. Write with appropriate grammar (subject-verb agreement, pronoun-antecedent agreement, clear referents, possessives/plurals, etc.). 16. Write using appropriate punctuation (commas, colons, semicolons, apostrophes, parentheses, etc.). 17. Write with correctly spelled words. 18. Write with appropriate mechanics (numbers, abbreviations, spacing, etc.).				
7. Demonstrate logical development of ideas.	• •			
8. Use an appropriate conclusion	· · · ·			
9. Demonstrate appropriate paragraphing and transitions.				
Expression Student demonstrates ability to: 10. Use appropriate sentence structure in clarity and style (variety, form). 11. Use word meanings and forms appropriately. 12. Write concisely (lack of wordiness and repetition). 13. Use tone appropriately for the business document. Mechanics Student demonstrates ability to: 14. Write with appropriate sentence structure (fragments, fused, comma splices). 15. Write using appropriate grammar (subject-verb agreement, pronoun-antecedent agreement, clear referents, possessives/plurals, etc.). 16. Write using appropriate punctuation (commas, colons, semicolons, apostrophes, parentheses, etc.). 17. Write with correctly spelled words. 18. Write with appropriate mechanics (numbers, abbreviations, spacing, etc.).	8. Use an appropriate conclusion.			
Student demonstrates ability to: 10. Use appropriate sentence structure in clarity and style (variety, form).				
10. Use appropriate sentence structure in clarity and style (variety, form).	•			
form).		Γ	ſ	
11. Use word meanings and forms appropriately.				
12. Write concisely (lack of wordiness and repetition). Image: Concisely (lack of wordiness and repetition). 13. Use tone appropriately for the business document. Image: Concisely (lack of wordiness and repetition). 13. Use tone appropriately for the business document. Image: Concisely (lack of wordiness and repetition). Mechanics Image: Concisely (lack of wordiness and repetition). Image: Concisely (lack of wordiness and repetition). Student demonstrates ability to: Image: Concisely (lack of wordiness and repetition). Image: Concisely (lack of wordiness and repetition). 14. Write with appropriate sentence structure (fragments, fused, comma splices). Image: Concisely (lack of wordiness and repetition). Image: Concisely (lack of wordiness and repetition). 15. Write using appropriate grammar (subject-verb agreement, pronoun-antecedent agreement, clear referents, possessives/plurals, etc.). Image: Concisely (lack of words). Image: Concisely (lack of words). 16. Write using appropriate punctuation (commas, colons, semicolons, apostrophes, parentheses, etc.). Image: Concisely (lack of words). Image: Concisely (lack of words). 17. Write with appropriate mechanics (numbers, abbreviations, spacing, etc.). Image: Concisely (lack of words). Image: Concisely (lack of words). 18. Write with appropriate mechanics (numbers, abbreviations, spacing, etc.). Image: Concisely (lack of words). Image: Concisely (lack of words). <td>· · ·</td> <td></td> <td></td> <td></td>	· · ·			
13. Use tone appropriately for the business document. Image: Comparison of the business document. Mechanics Student demonstrates ability to: 14. Write with appropriate sentence structure (fragments, fused, comma splices). Image: Comparison of the business document, for the business document, pronoun-antecedent agreement, clear referents, possessives/plurals, etc.). 16. Write using appropriate punctuation (commas, colons, semicolons, apostrophes, parentheses, etc.). Image: Comparison of the business document, clear referents, possessives, parentheses, etc.). 17. Write with correctly spelled words. Image: Comparison of the business document, promound appropriate mechanics (numbers, abbreviations, spacing, etc.).				
Mechanics Student demonstrates ability to: 14. Write with appropriate sentence structure (fragments, fused, comma splices). 15. Write using appropriate grammar (subject-verb agreement, pronoun-antecedent agreement, clear referents, possessives/plurals, etc.). 16. Write using appropriate punctuation (commas, colons, semicolons, apostrophes, parentheses, etc.). 17. Write with correctly spelled words. 18. Write with appropriate mechanics (numbers, abbreviations, spacing, etc.).				
Student demonstrates ability to: 14. Write with appropriate sentence structure (fragments, fused, comma splices). Image: Comma splices Image: Comma spl				
14. Write with appropriate sentence structure (fragments, fused, comma splices). Image: Comma splices in the sentence structure (fragments, fused, comma splices). 15. Write using appropriate grammar (subject-verb agreement, pronoun-antecedent agreement, clear referents, possessives/plurals, etc.). Image: Comma splice in the sentence structure in the sentence stru				
comma splices).Image: Comma splices in the second splice spli		Γ	I	
15. Write using appropriate grammar (subject-verb agreement, pronoun-antecedent agreement, clear referents, possessives/plurals, etc.).16. Write using appropriate punctuation (commas, colons, semicolons, apostrophes, parentheses, etc.).17. Write with correctly spelled words.18. Write with appropriate mechanics (numbers, abbreviations, spacing, etc.).				
pronoun-antecedent agreement, clear referents, possessives/plurals, etc.).Image: Clear referents, possessives/plurals, etc.).16. Write using appropriate punctuation (commas, colons, semicolons, apostrophes, parentheses, etc.).Image: Clear referents, plurals, etc.).17. Write with correctly spelled words.Image: Clear referents, plurals, etc.).Image: Clear referents, plurals, etc.).18. Write with appropriate mechanics (numbers, abbreviations, spacing, etc.).Image: Clear referents, plurals, etc.).Image: Clear referents, plurals, etc.).				
possessives/plurals, etc.).Image: Constraint of the set of the				
16. Write using appropriate punctuation (commas, colons, semicolons, apostrophes, parentheses, etc.). Interview with correctly spelled words. Interview with appropriate mechanics (numbers, abbreviations, spacing, etc.). Interview with appropriate mechanics (numbers, abbreviations, spacing, etc.). Interview with appropriate mechanics (numbers, abbreviations, spacing, etc.). Interview with appropriate mechanics (numbers, abbreviations, spacing, etc.). Interview with appropriate mechanics (numbers, abbreviations, space mechanics) Interview with appropriate mechanics (numbers, abbreviations, space mechanics) 				
semicolons, apostrophes, parentheses, etc.).	possessives/plurals, etc.).			
17. Write with correctly spelled words. Image: Correctly spelled words. 18. Write with appropriate mechanics (numbers, abbreviations, spacing, etc.). Image: Correctly spelled words.	16. Write using appropriate punctuation (commas, colons,			
18. Write with appropriate mechanics (numbers, abbreviations, spacing, etc.).	semicolons, apostrophes, parentheses, etc.).			
spacing, etc.).	17. Write with correctly spelled words.			
	18. Write with appropriate mechanics (numbers, abbreviations,			
10 Format the massage correctly and appropriately	spacing, etc.).			
	19. Format the message correctly and appropriately.			
20. Proofread carefully to eliminate errors.	20. Proofread carefully to eliminate errors.			

Scoring:

20-39 Below Expectations

40-53 Meets Expectations

54-60 Exceed Expectations