

Business Report Rubric				
	1	2	3	4
Task Completion/Format/Layout	Required components are mostly absent; formatting is repeatedly inconsistent in layout (headings), spacing, and alignment, reducing readability and attractiveness.	Some required components are included; formatting guidelines for layout (headings), spacing, and alignment are sometimes followed. 3-4 problems in format and layout, but the report is easy to read.	Almost all required components are included; formatting guidelines for layout (headings), spacing, and alignment are almost always followed. 1-2 problems in format and layout, but readability and attractiveness are not affected.	The report includes all required components and follows formatting guidelines for layout (headings), spacing, alignment, headings, etc.. Format and layout make the report exceptionally attractive, drawing attention to the content, and enhancing readability.
Topic Development	Development of content restricted; may be incomplete or unclear; little explanation of the management, marketing, and finance components to support argument; lack of fluency in expression	Development of content adequate, but lacks clearly stated positions/argument or supporting information; some use of business concepts to explain the management, marketing, and finance components/ support argument; fluency of expression may be halting or awkward	Clear and complete development of content; high level of fluency in expression (clarity); evidence of logical progression of ideas; appropriate use of business concepts to explain the management, marketing, and finance components/support argument.	Full and rich development of content (purpose, relevance, focus, explanations, support; full and complete explanations of the management, marketing, and finance components to support argument; sophistication in fluency of expression.

<p>Supporting Calculations, Documentation, Illustrations</p>	<p>Little support of content by data--graphs, charts, tables; incomplete or missing explanations of data and assertions; largely incorrect calculations; data not presented in appropriate format; documentation incomplete or absent</p>	<p>Some of the content supported by data but should include more graphs, charts, tables; some explanations of data and assertions; several incorrect calculations; data sometimes presented in appropriate format; documentation sometimes missing.</p>	<p>Most of the content supported by data--graphs, charts, tables; mostly appropriate explanations of data and assertions; mostly correct calculations; data mostly presented in appropriate format; documentation generally provided.</p>	<p>Content supported effectively by data--graphs, charts, tables; full explanations of all data and assertions; all calculations are correct; data are presented in appropriate format; documentation for assertions is provided.</p>
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<p>Organization</p>	<p>Little or poorly controlled organization; incorrect paragraphing; purpose statement/thesis, conclusion, topic sentences may be missing or incomplete; connections awkward; cohesive devices (key words, pronouns, references, transitions, etc.) may be missing or are used inaccurately; lack of logical sequencing of ideas; Spelling, capitalization, punctuation, and citation errors are frequent and distracting</p>	<p>Organization controlled but limited; some problems with paragraphing, limited purpose statement/thesis or conclusion; limited use of topic sentences; generally adequately connected; presentation of ideas generally clear and coherent; cohesive devices (key words, pronouns, references, transitions, etc.) could be used more often, more effectively, or more accurately; occasional errors in spelling, capitalization, punctuation, and citation/references; sometimes distracting</p>	<p>Organization controlled; generally appropriate to topic; intro/conclusion, purpose statement/thesis, topic sentences evident and appropriate; good control of cohesive devices (key words, pronouns, references, transitions, etc.) used successfully in a range of situations; coherence apparent; spelling, capitalization, punctuation, and citation/reference errors few and not distracting.</p>	<p>Organization (intro/conclusion, thesis, topic sentences) fully appropriate and effective for topic; full control (logical coherence) and excellent use of cohesive devices (key words, pronouns, references, transitions, etc.); presentation of ideas extremely clear and coherent; correct use of in-text citations & references; spelling, capitalization, and punctuation error-free.</p>
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Grammar & Mechanics	Writer has difficulty following guidelines; most sentences contain numerous errors and cannot be understood.	Writer follows some guidelines, but sentences contain multiple errors and are difficult to understand.	Writer follows most guidelines, but some sentences are unclear, uneven, or contain errors.	Writer follows all guidelines for spelling, grammar, usage, mechanics, etc. Sentences are strong and varied.
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