Business Writing Rubric			
Phase I – Content Development			
Criteria	Weight	Score	
1. Answers all assignment-specific questions.			
Scoring Guide			
0 - missing all key data or did not directly answer the questions posed by the			
assignment.			
3 - missing most key data or answered questions with a low level of quality and/or completeness.			
5 - missing roughly half of key data or question.			
7 - most key data is present or most of the questions were answered, but			
missing minor points.			
10 - missing no data; all questions posed by the assignment are answered with			
a high level of quality and completeness.			
Provides sufficient, documented support for all relevant statements.			
Scoring Guide			
0 - statements are completely unsupported.			
3 - some obvious facts are cited; other data is provided without support.			
5 - most obvious facts are cited; other data is provided without support.			
7 - all facts and information that are not common knowledge are cited, but			
there are specific problems with citation style and format.			
10 - all facts and information that are not common knowledge is properly cited			
in the proper format (APA).			
3. Targets message to audience; acknowledges and meets audience			
needs (explicitly, if possible).			
Scoring Guide			
0 - audience is ignored and needs are not met.			
3 - audience needs are acknowledged, but not met. Audience is forced to seek			
out the relevance of the document. 5 – audience needs are explicitly addressed, but not met; some context is			
provided.			
7 – audience needs are addressed explicitly or implicitly; context is given			
initially, but audience is not considered in the majority of the document.			
10 - audience needs are addressed directly, given context, and provided with			
answers to key questions, both explicit and implicit, where appropriate.			
4. Gives an introduction that could stand alone and gives a clear			
bottom line for the document.			
Scoring Guide			
0 - no executive summary.			
3 - summary provided, but no purpose.			
5 - purpose statement and summary are present and well disposed, but no			
bottom-line is provided.			
7 - purpose statement and summary are present and well disposed, however, the bottom line is vague and doesn't convey the entire "story."			
10 - purpose statement and summary are present and well disposed; bottom			
line is specific and distills the main idea of the document.			
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Phase II – Editing (Readibility)		
Criteria	Weight	Score
Structures each paragraph deductively with a topic sentence that gives a bottom line for the paragraph.		
Scoring Guide		
0 - paragraphs are disorganized and contain no obvious topic sentences. 3 - paragraphs contain too many main ideas; poor organization forces the		
reader to work too hard to find the main idea.		
5 - paragraphs have discrete topic sentences, but they are in the middle or at		
the end of the paragraphs.		
7 - most paragraphs have topic sentences that give the bottom line for the paragraph, but topic sentences lack precision.		
10 - all paragraphs have leading topic sentences that are specific enough to		
foreshadow the logical content and support that follows.		
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6. Transitions between sentences and paragraphs cohesively.		
Scoring Guide		
0 - no transitions between paragraphs and sentences. Text begins and ends		
abruptly.		
3 - some transitions between paragraphs and sentences, but the text suffers		
from a violation of the known-new contract (failing to provide the reader with		
known information before introducing a new topic).		
5 - some transitions between paragraphs and sentences, but inconsistently applied.		
7 - explicit transitions between paragraphs and sentences, but transitions feel		
forced in some cases.		
10 - explicit transitions between paragraphs and sentences that contribute to		
the logical flow of the document.		
7. Chooses words appropriately for the audience; writes in "plain English" and avoids lofty diction.		
English and avoids lotty diction.		
Scoring Guide		
0 - language is too informal and uses slang, emoticons, or non-standard		
abbreviations.		
3 – language is too technical or elaborate for the audience; appears as though		
thesaurus was used to vary word choice; words carry a distorted meaning. 5 – language is specific to a single discourse community; a general audience is		
not taken into account.		
7 - language is in "plain English" but words are not precise enough to convey		
the proper meaning: jargon, idioms, clichés, and euphemisms.		
10 - language is in "plain English" and words are clear and precise and give a		
particular meaning where appropriate.		

Phase III – Editing (Usability)		
Criteria	Weight	Score
8. Formats lists, headings, and text consistently for a readable		
document.		
Scoring Guide 0 - headings and lists are omitted inhibiting the scannability of the document.		
3 - headings haphazard; lists are not consistently formatted.		
5 - some headings are formatted the same; other headings are not. Lists are		
inconsistently punctuated or are not parallel.		
7 - lists are parallel and headings are formatted consistently. Headings are		
"stacked."		
10 - lists are parallel; headings are formatted consistently; headings are not		
"stacked" and contain intervening text between them.		
9. Writes headings that can stand alone as "headlines," and gives the		
bottom line for the text that follows.		
Scoring Guide		
0 - no headings are provided.		
3 - headings are one or two words and give only a broad category of the		
following text.		
5 - headings are phrases and give a more specific idea of the content that follows.		
7 - headings are longer but give a purpose, not a bottom line. Document		
conclusions cannot be gleaned from headings alone.		
10 - headings read like headlines and give a bottom line. Document conclusions		
can be gathered by reading the headlines alone.		
10. Provides readable, usable graphs, charts, and tables that are		
referenced specifically in the text and convey information		
effectively.		
Scoring Guide		
0 - No charts provided to succinctly provide data.		
3 - charts provided in some cases, but with serious readability and usability		
problems (small text, obscured data).		
5 - charts are provided, but have moderate usability problems (small print text,		
data obscured) Charts are not referred to in text.		
7 - charts are provided, and have minor usability problems. Charts are		
mentioned in text, but not referred to in analysis.		
10 - charts are provided for all pieces of information that require them. Charts		
are referenced and analyzed in text of document.		

Phase IV – Proofreading		
Criteria	Weight	Score
11. Makes LOC errors.		
Deduct 2% per LOC detected to a maximum of 10% for the paper. Allow		
remediation of LOCs by a visit to writing support or a detailed remediation		
paper submitted to instructors.		