**Assessment Rubric: Oral Communications**

**COBAE Business Core Student Learning Outcome**

1. Have strong written and oral communication skills.

**Learning Objectives:**

1. Students will demonstrate the ability to write and properly attribute sources in professional documents involving business analysis.
2. Students will demonstrate the ability to deliver an effective oral business presentation.

**Direct Measure:** [Oral Presentation] Sample of individual portions in a group presentation of a case analysis completed during the Gateway course (BUS 302). Evaluate using the following rubric.

| **Oral Communications** | **Very Good** |
| --- | --- |
| Organization | Presents information in a logical and interesting manner which engages the audience. Summarizes main points, draws and delivers logical and persuasive conclusions. |
| Delivery | Makes good eye contact. Uses good voice volume and appropriate inflection. Has no speaking habits that distract from presentation. |

*Source:* Adapted from:

“ACCT 611 Ethics and Communications Grading Rubric,” CSUN.

“Assurance of Learning Table 3: Student Learning Goals and Objectives Undergraduate Business Program,” Kania School of Business.

“Rubric Trait Rating Scales – Assessment Day,” Kania School of Business, p. 6.