

Courtesy of Nishani Singh, Faculty of Professions, University of Adelaide
Rubrics for Business Communications Course
Oral Presentation Assessment Profile

Content (30)			
Very good to excellent 27-30	Good to very good 22-26	Satisfactory 16-21	Unsatisfactory 0-15
<p>Presenter has a thorough understanding of concepts</p> <ol style="list-style-type: none"> 1. Content is factually correct and various interpretations are provided 2. Level and depth of content is appropriate for the audience 3. Content is focussed and contains only relevant information 4. Main argument is strongly supported by references, effectively combined 5. Critically analyses and makes valid judgements, compares perspectives of different authors 6. Expresses clear opinions on issues, demonstrates creativity 	<p>Presenter has a good understanding of concepts</p> <ol style="list-style-type: none"> 1. Content is factually correct and an interpretation is provided 2. Level and depth of content is appropriate for the audience 3. Content is focussed and contains only relevant information 4. Main argument is supported by references 5. Critically analyses and makes valid judgements, compares perspectives of different authors 	<p>Presenter has a basic understanding of concepts</p> <ol style="list-style-type: none"> 1. Content is factually correct but may contain some interpretation 2. Level and depth of content is usually appropriate for the audience. 3. Content is usually focussed but may contain irrelevant information 4. Argument is occasionally supported by references 	<p>Presenter appears to not understand material</p> <ol style="list-style-type: none"> 1. Content contains many factual errors. No interpretation provided 2. Level and depth of content is inappropriate for the audience. 3. Content is not focused and contains irrelevant material

Language use (20)			
Very good to excellent 18-20	Good to very good 14-17	Satisfactory 11-13	Unsatisfactory 0-10
<ol style="list-style-type: none"> 1. Simple constructions used, without error. Complex constructions used predominantly, usually without error 2. Meaning is communicated by varied sentence structures 3. Sophisticated use of extensive vocabulary 4. Appropriate register, no errors in 	<ol style="list-style-type: none"> 1. Simple constructions used, without error. Complex constructions used, usually without error 2. Meaning is communicated by varied sentence structures 3. Good use of broad vocabulary 4. Appropriate register, no errors in word order 	<ol style="list-style-type: none"> 1. Simple constructions used, usually without error. Complex constructions attempted 2. Meaning is communicated by basic sentence structures 3. A good vocabulary is utilised 4. Appropriate register, word order usually correct 	<ol style="list-style-type: none"> 1. Simple constructions used with frequent errors 2. Sentence structures do not communicate meaning 3. Poor use of a limited vocabulary 4. Inappropriate register, word order usually incorrect

word order			
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Business Communications Oral Presentation Assessment Criteria

Organisation (20)			
Very good to excellent 18-20	good to very good 14-17	Satisfactory 11-13	Unsatisfactory 0-10
<ol style="list-style-type: none"> 1. Introduction is linked to the body of the presentation and the main argument of the presentation 2. The body of the presentation and the development of the argument follows a logical sequence 3. Conclusion summarises main argument and leads to further audience participation 4. Visual aids act as a cue for the presenter and provide clarity for the audience. Not too much content. 5. Presentation is finished on time. No apparent rushing or skipping of material. Finishes on time 	<ol style="list-style-type: none"> 1. Introduction is linked to the body of the presentation 2. The body of the presentation and the development of the argument follows a logical sequence 3. Conclusion summarises main argument 4. Visual aids act as a cue for the presenter and provide clarity for the audience. Precise amount of content 5. Presenter is aware of time and is able to adjust to correct for any pacing problems. Finishes on time 	<ol style="list-style-type: none"> 1. Introduction is linked to the body of the presentation 2. The body of the presentation follows a logical sequence 3. Conclusion summarises main argument 4. Visual aids act as a cue for the presenter and provide some clarity for the audience. May have too much content. 5. Presenter is aware of time, but may have been unable to adequately compensate. May have failed to keep to time by a few minutes. 	<ol style="list-style-type: none"> 1. Introduction may be absent or poorly linked to the body of the presentation 2. The body of the presentation does not follow a logical sequence 3. Conclusion is absent or does not summarise main argument 4. Slides unclear or may have too much content. 5. Presentation is too long or too short and no apparent effort made to keep to time

References (10)			
Very good to excellent 9-10	Good to very good 7-8	Satisfactory 5-6	Unsatisfactory 0-4
<ol style="list-style-type: none"> 1. Effective and appropriate use of reporting verbs 2. All claims made are acknowledged by using in- text referencing 3. Harvard System is used to cite sources 4. Reference list is formatted accurately and are ordered alphabetically 	<ol style="list-style-type: none"> 1. Reporting verbs always used 2. In-text referencing usually used 3. Harvard System is used to cite sources 4. Reference list is formatted accurately and are ordered alphabetically 	<ol style="list-style-type: none"> 1. Reporting verbs usually used 2. Some in-text referencing 3. Harvard System is usually used to cite sources 4. Reference list is usually formatted accurately and are ordered alphabetically 	<ol style="list-style-type: none"> 1. No use of reporting verbs 2. No in-text referencing 3. Harvard System is not used to cite sources 4. Reference list is not formatted or ordered accurately

Relationship with the audience 20			
Very good to excellent 18-20	Good to very good 14 – 17	Satisfactory 10-13	Unsatisfactory 0-9
<p>Excellent audience contact</p> <ol style="list-style-type: none"> 1. Regular eye contact with audience 2. Audience is continually attentive. 3. Voice is always clear and audible with appropriate changes of expression 4. Body language and gestures used effectively 5. Responds to questions and leads discussion 	<p>Good audience contact</p> <ol style="list-style-type: none"> 1. Regular eye contact with audience 2. Audience is usually attentive 3. Voice is always clear and audible and usually with appropriate changes in expression 4. Body language and gestures are used occasionally 5. Responds to questions and participates in discussion 	<p>Limited audience contact</p> <ol style="list-style-type: none"> 1. Occasional eye contact 2. Audience is usually attentive 3. Voice is usually clear and audible with occasional changes in expression 4. Able to provide clear answers to some questions. 	<p>Unable to establish contact with audience.</p> <ol style="list-style-type: none"> 1. No eye contact 2. Audience is restless 3. Voice is not clear and audible, monotone presentation 4. Presenter has habits, which distract from the presentation 5. Unable to answer questions related to the presentation topic