THE NICOLAIS SCHOOL OF BUSINESS

Writing Rubric

Student Name	Course	Semester	Professor
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Category	Rudimentary 2 Points	Developing 4 Points	Satisfactory 6 Points	Accomplished 8 Points	Exemplary 10 Points	Score or N/A
Layout	-No breakdown at all as to introduction, body and conclusion -Extremely weak	-Major deviation from three step process as in excellent -Overall weak	-Minor deviations from three step process as in excellent -Week body	-Clear opening -Clear body -Clear conclusion/summary	-Strong and clear opening -Clear and thorough body -Strong conclusion/summary	
Subject Clarity	-No message	-Unclear message	-Mixed or confusing message	-Message was delivered	-Message was delivered well	
Flow and Interest	-Difficult to read -Poor choice of words -Pointless paper	-Moderately interesting -Slightly off message	-Passively interesting	-Interesting	-Held the reader's attention from beginning to end	
Grammar and Spelling	-Many errors in grammar, spelling, and punctuation	-Errors in grammar, spelling, and punctuation	-Some errors in grammar, spelling, and punctuation	-Few errors in grammar, spelling, and punctuation	-Error free paper in grammar, spelling and punctuation	
Format (APA style for research papers only)	-Citations missing	-References are cited but not appropriately and clearly NOT ENOUGH RESOURCES USED?	-Some references to outside sources cited and documented appropriately	-Most references to outside sources cited and documented appropriately	-References to outside sources cited and documented appropriately	
Style	-Poor organization and development of ideas	-Lacking sensibility, logic, originality and vitality	-Reliance on other sources	-Moderate reliance on other sources	-Sensible -Logical -Original -Vitality(needs to be an adjective))	
Substance	-Poor use of the "five W's" -Omitting most of the "five W's"	-Lacking any of the "five W's"	-Not meeting the full "five W's" of good substantive writing	-Somewhat meeting the full "five W's" of good substantive writing	-Proper use of who, what, where, when, and why to identify basic information	
Depth	-Superficial	-Slightly above superficial	-Lacking in clear meaning -Hardly challenging	-Clear meaning but hardly challenging	-Meaningful and challenging on the subject -Dialogue of ideas	
Organization of Ideas	-Lacks chronological order -Lacks illustration and No climax	-Writing is not concise and has a tendency to ramble -No clear direction in the writing	-Writing could be somewhat concise -Focus and direction of writing is somewhat acceptable, but could use some improvement	-Writing could be more concise -Focus and direction of writing is acceptable, but could use some improvement	-Writing is concise -Information is presented in a manner which makes it extremely easy for the reader to understand the points being made	
Sentence and Paragraph m)Structure	-Totally unstructured -No direction within the paragraph -Sentences are off topic and do not express the ideas clearly	-Poorly developed sentences -Sentences don't express ideas well -Sentences within a paragraph mostly unrelated -Little to no clear direction within the paragraph	-Sentences usually flow -Some paragraphs need improvements.	-Sentences usually flow well while at other times are awkward due to lack of conciseness, wordiness, or appropriate structure -Few paragraphs need improvements.	-Extremely well developed sentences -Flows well -Sentences clearly express ideas -Organization of paragraphs enhances readability	