**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. (less text and more visual, asking questions, incorporating Zoom features, like chats, raising hands, polls, etc.) Summarizes main points, draws and delivers logical and persuasive conclusions. |
| Delivery | Makes good eye contact (the camera is at eye level while speaking and/or screen sharing). Uses good voice volume and appropriate inflection. Has no speaking habits and/or backgrounds that distract from presentation. Right lighting. |

*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.

<https://www.forbes.com/sites/maryabbajay/2020/04/20/best-practices-for-virtual-presentations-15-expert-tips-that-work-for-everyone/#4a7481003d19>

<https://kahoot.com/blog/2020/05/06/virtual-presentation-tips-engage-audience/>

<https://www.throughlinegroup.com/2020/03/10/coronavirus-how-to-deliver-a-dynamic-virtual-presentation-when-you-cant-go-to-work/>