

**IT3772 COMMUNICATION SKILLS 2**  
**School of Information Technology**  
**Grading Rubrics**

**Assignment 1: Corporate Culture & Structure 20 marks**

<b>Category</b>	<b>Good 4 marks</b>	<b>Satisfactory 2-3 marks</b>	<b>Needs Improvement 0-1 mark</b>
Content (Individual Assessment)	Comprehensive in-depth knowledge of topic that is well described and shows relevant research and solid background readings. Able to apply various concepts to the creation of the corporate culture with adequate and very well-thought and convincing examples.	Sufficient depth of knowledge on topic that is satisfactorily described. Research is somewhat relevant and accurate reflecting some background readings. Certain aspects not well elaborated and need more well-thought and convincing examples.	Vague or weak knowledge of topic. Research is weak, revealing little investment in background reading. Concepts and examples are inadequate and presented in a limited way.
Presentation Style (Individual Assessment)	Able to sustain interest through an effective and interesting script. Impactful introduction and conclusion. Visual aids are well developed with relevant bulleted points and good layout/ design consistent with the other members in the team.	Script can be written more effectively to sustain audience's interest. Introduction and/ or conclusion needs more impact. Visual aids are fairly well developed though focus and design can be improved.	Presentation has limited effect with ineffective script lacking in focus and/or interest. Visual aids show poor effort.
Verbal Skills (Individual Assessment)	Voice is well projected, clear and varied. Speech is engaging and well-paced with confident use of tone, pauses and stresses to punctuate points. Good pronunciation.	Voice is fairly clear though tone may get monotonous at times. Some awkward pauses due to lack of practice or uncertainty. Incorrect pronunciation of some words.	Voice is hardly audible or not projected clearly. Tone is monotonous and many pauses. Several pronunciation errors.
Non-verbal skills (Individual Assessment)	Good posture with excellent use of body language to deliver with energy and enthusiasm. Able to speak with almost no reliance on notes/ slides. Good eye contact with audience.	Suitable posture and appropriate use of gestures. Some tendencies to rely on notes/ slides. Some eye contact with audience. A fair level of energy and enthusiasm.	Lacking in 'stage' presence; shows little awareness of audience and appears uncomfortable with audience. Delivers with little focus, energy and commitment. A lot of reading from notes/ slides with little eye contact with audience.
Content Distribution/Team Effort & Cohesion (Team Assessment)	Presentation structure shows good organization Clear coverage of info as a whole. Evenly distributed content & speaking opportunities. Excellent coordination and team effort to make overall presentation impactful. Smooth transition in ideas between speakers.	Presentation is fairly well coordinated and organized though one or two parts of structure may be missing. Distribution of content and speaking opportunities can be more equitable. Some attempts at smooth transition between speakers.	Very little team effort. Coordination and organization vastly needs improvement. Little or no attempt at smooth transitions between speakers. Poorly rehearsed as a team.

## Assignment 2: Job Cover Letter 20 marks

	<b>Good 8-10m</b>	<b>Satisfactory 5-7m</b>	<b>Needs Improvement 0-4m</b>
<b>Content 10m</b>	<p>Persuasive content, well structured.</p> <p>Opening: source of ad, purpose of writing and post applied for.</p> <p>Body: clear, adequate information on qualifications, skills &amp; experience, personal strengths, job suitability.</p> <p>Mentions enclosed resume.</p> <p>Closing: requests an interview.</p>	<p>Content and organisation can be better.</p> <p>Opening has 1 weakness / omission: source of ad, purpose of writing and post applied for.</p> <p>Body has few weaknesses / omissions: information on qualifications, skills &amp; experience, personal strengths, job suitability.</p> <p>Mention of enclosed resume.</p> <p>Closing: request for an interview may be implied or left out.</p>	<p>Inadequate content, poor organisation.</p> <p>Opening leaves out: source of ad, purpose of writing or post applied for.</p> <p>Body has many weaknesses / omissions: information on qualifications, skills &amp; experience, personal strengths, job suitability.</p> <p>Mention of enclosed resume.</p> <p>Closing: request for an interview may be left out.</p>
	<b>Good 5m</b>	<b>Satisfactory 3-4m</b>	<b>Needs Improvement 0-2m</b>
<b>Format 5m</b>	<ul style="list-style-type: none"> <li>-E-mail format: All parts: subject line, salutation, opening, body, complimentary close, full name.</li> <li>-Fully blocked layout.</li> <li>-Open punctuation.</li> </ul>	<ul style="list-style-type: none"> <li>-E-mail format: a few missing parts: subject line, salutation, opening, body, complimentary close, full name.</li> <li>-A few slips in use of fully blocked layout.</li> <li>-A few slips in use of open punctuation.</li> </ul>	<ul style="list-style-type: none"> <li>-E-mail format: many missing parts: subject line, salutation, opening, body, complimentary close, full name.</li> <li>-Many slips in use of fully blocked layout.</li> <li>-Many slips in use of open punctuation.</li> </ul>
<b>Language 5m</b>	<ul style="list-style-type: none"> <li>-Clear, fluent, generally error- free.</li> <li>-Tone: Positive, professional, shows appropriate enthusiasm.</li> </ul>	<ul style="list-style-type: none"> <li>-Simple, clear, some errors in word choice, grammar or spelling.</li> <li>-Tone: Appropriate.</li> </ul>	<ul style="list-style-type: none"> <li>-Numerous errors in word choice, grammar, syntax and/or spelling.</li> <li>-Tone: Inappropriate.</li> </ul>

## Assignment 2: Resume 20 marks

	<b>Good 8-10m</b>	<b>Satisfactory 5-7m</b>	<b>Needs Improvement 0-4m</b>
<b>Content 10m</b>	Attention-grabbing. Includes all essential sections of the resume, in appropriate order. Job suitability and strengths match requirements in job ad well.	Includes most essential sections and order is generally appropriate, although 1 section may have been omitted. Points can be more well elaborated and supported.	Missing sections. Information provided is sketchy in parts.
	<b>Good 5m</b>	<b>Satisfactory 3-4m</b>	<b>Needs Improvement 0-2m</b>
<b>Format 5m</b>	Professional, neat and clear. Information is well organized under clear headings. Style used for headings and body text is consistent.	Neat and clear. Some weakness in organization of sections / points. Some inconsistencies in the style of the headings and/or body text. Font type and size can be improved.	Inconsistent format. Font type and/or size is unprofessional and unsuitable. Organisation / hierarchy of information is weak.
<b>Language 5m</b>	Language: clear and largely error free.	A few awkward expressions, errors in grammar and/or spelling.	Many awkward expressions, errors in word choice, grammar and/or spelling.

## Assignment 3: Interview Skills 30m

Category	Good 11-14m	Satisfactory 6-10m	Needs Improvement 1-5m
Role as job-seeker: Responses/ Answers to interview questions 14m	Reflects quick thinking and knowledge on the area of expertise. Well substantiated, convincing and strongly demonstrated suitability for the job, ability to fit in and tolerance to stress.	Reflects satisfactory level of quick thinking and sufficient depth of thought and knowledge on area of expertise. Fairly convincing though can be further substantiated to demonstrate suitability for the job, ability to fit in and tolerance to stress.	Fails to convince and points are barely substantiated to demonstrate suitability for the job, ability to fit in and tolerance to stress. Fails to think on the feet to display satisfactory level of knowledge and expertise.

	Good 7-8m	Satisfactory 4-6m	Needs Improvement 1-3m
Delivery of answers 8m	Projects confidence and enthusiasm through <b>Non-verbal:</b> Eye contact, posture, gestures. Appropriately dressed & well groomed. <b>Verbal:</b> Fluency, voice projection, clear articulation	Shows some nervousness through <b>Non-verbal:</b> Eye contact, posture, gestures. Fairly appropriately dressed & neatly groomed. <b>Verbal:</b> Fluency, voice projection, clear articulation	Shows poor confidence through <b>Non-verbal:</b> Eye contact, posture, gestures. Inappropriate dressing & needs improvement in grooming <b>Verbal:</b> Fluency, voice projection, clear articulation
Quality of Questions posed to panel of interviewers 8m	Questions show keen interest in job / ability to process information quickly.	Questions asked show some ability to process information and interest in the job.	No questions asked, or questions are inappropriate.

## Class Participation: 10m

Criteria	Excellent	Good	Satisfactory	Needs Improvement
<b>Quality and Frequency of Contribution</b>	<ul style="list-style-type: none"> <li>• Contributes significantly to class discussions</li> <li>• Responds to other students' comments in a constructive manner</li> <li>• Demonstrates very active involvement (8-10)</li> </ul>	<ul style="list-style-type: none"> <li>• Contributes well to class discussions</li> <li>• Responds to other students' comments in a constructive manner</li> <li>• Demonstrates consistent involvement</li> </ul> <p>(7)</p>	<ul style="list-style-type: none"> <li>• Does not proactively contribute to class discussions but contributes moderately when called on</li> <li>• Demonstrates occasional involvement</li> </ul> <p>(6)</p>	<ul style="list-style-type: none"> <li>• Does not proactively contribute to class discussions and contributes very little even when called on</li> <li>• Demonstrates very passive involvement</li> </ul> <p>(0-5)</p>