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| Kuwait University Logo.jpg | Kuwait University  College of Business Administration  International Academic Accreditation Unit |

Rubric for Oral Communication Skills

(Undergraduate Program)

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| Trait | Below Expectation | | Meets Expectation | | Exceeds Expectation | |
| 0 | 1 | 2 | 3 | 4 | 5 |
| **Personal Appearance**  **(In-person or on-camera)** | Inappropriate appearance in-person or on-camera. | | Adequate appearance in-person or on-camera. | | Appropriate appearance in-person or on-camera, meets corporate and business standard of dress code. | |
| **Opening Statement** | No Opening statement or opening statement addressing minor issues/ purpose of presentation. | | Opening statement is clear and relevant, addressing purpose of presentation. | | A clear and captivating opening statement revealing purpose of presentation. | |
| **Presentation Organization/**  **Coherence**  **(Presentation flow)** | **Individual Presentation:** Presentation is generally unclear. Listeners have difficultly following along, occasional have loss of focus.  **Part of Group Presentation:**  Poor or no acknowledgement of previous speaker and previous speaker’s content. Poor hand off to the next presenter. | | **Individual Presentation:**  Presentation is clear. Listeners’ loss of focus is minimal.  **Part of Group Presentation:**  Fair attempt to acknowledge previous speaker and weave comments into logical following sequence. Provides some brief introduction of next presenter and topic. | | **Individual Presentation:**  Presentation is clear, logical, and easy to follow. Listeners stay focused throughout the presentation.  **Part of Group Presentation:**  Strong integration of where previous presenter left off. Strong hand off to next presenter. | |
| **Slides Quality and Content** | Slides with poor quality, content not relevant to the topic | | Slides with adequate quality, Content is mostly relevant to the topic. | | Slides with excellent quality, Content is clearly relevant to the topic. | |
| **Concluding Statement** | No / unplanned conclusion statement to summarize, no learning experience stated. | | Concluding remarks are not planned, but presenter refers to learning experiences. | | Well-stated conclusion statements with expressed learning experiences. | |
| **Voice and Body language** | Voice and body language reveals a reluctance to interact with audience or lack of confidence. | | Voice and body language reveals acceptable tone and interaction with the audience. | | Voice and body language reflect confidence and use of appropriate body language. | |